

December 1, 1954

NATION'S TOP SPORTS EVENTS ON NEW YEAR'S DAY TO BE COVERED BY NBC-TV AND RADIO Cotton Bowl and Rose Bowl Gridiron Classics, And Tournament of Roses Parade, on Schedule

The National Broadcasting Company once again will furnish the nation's sports fans with a full afternoon of solid football entertainment on <u>New Year's Day</u>, when the radio and television networks cover the Cotton Bowl and Rose Bowl games, as well as the colorful Tournament of Roses Parade.

(more)

INTERNATIONAL 'SPOTLIGHT'

Jack Buchanan, noted for his British musical comedy soft-shoe; Jeannie Carson, beloved by English film fans for her skill with the Highland Fling; Pat Carroll, who does the sharpest Charleston in town; and Jimmy Durante, who is world-famous for his flatfoot shuffle, all pool their terpsichorean talent to present a Parisian Apache dance that will provide one of the funniest scenes in Max Liebman's colorcast NBC laugh revue SPOTLIGHT on <u>Sunday, Dec. 5</u> (7:30 to 9 p.m., EST). CONTRACTOR STATE

 Nortcitt i hoff inder erstrände om sider vitete strate til verdas konkristis av metasyn skaltaste

tente das des electros de la servicio de la servic

2 - New Year's Day Sports Events

Bill Goodwin and Betty White will be host and hostess, respectively, at the Tournament of Roses Parade, to be telecast from 12:15 to 1:45 p.m., EST, under the sponsorship of the Minute Maid Corporation. (Time for Radio broadcast to be announced).

This will be followed at 1:45 p.m., EST, by radio and television coverage of the annual Cotton Bowl game in Dallas. This year's renewal of the classic, the third to be telecast by NBC-TV, matches the amazing Arkansas Razorbacks against Georgia Tech. Radio coverage will be sponsored by the Crosley Division -- AVCO Manufacturing Corporation.

Arkansas, coached by the former Tennessee All-American end, Bowden Wyatt, gained the bid by winning its first undisputed Southwest Conference championship in 18 years. Arkansas this year compiled an 8-2 record, its best since 1927. In conference play, it won five out of six engagements. The Razorbacks defeated Tulsa, Texas Christian, Baylor, Texas, Mississippi, Texas A. & M., Rice and Houston, losing only to Southern Methodist (21-14) and Louisiana State (7-6).

Bobby Dodd's Georgia Tech eleven ended its season as runnerup to Mississippi in the Southeastern Conference with a 7-3 record. The Yellow Jackets topped Tulane, S.M.U., L.S.U., Auburn, Tennessee, Alabama and Georgia. Tech was stopped by Florida (13-12), Kentucky (13-6) and Duke (21-20).

Following the Cotton Bowl battle, NBC Radio and NBC-TV will cover the 41st renewal of the historic Rose Bowl contest in Pasadena at 4:45 p.m., EST. For the third consecutive year, this coverage will be sponsored by the Gillette Safety Razor Company.

(more)

- New Yverta Day Sports Events

The Mounta and Longe Wide wild be heat and heatern, expectively, at the Townersont of Reque Forde, by he telepade from, 2.15 to 1.15 m.m., Car. ander the conservation of the Minute Mold prooration. (The for Fode broadcast to be appounded).

This will be followed at 1:05 p.m., 37T, by redio and taleinton coverage of the annual Cotton and game in Dollas. This rearist newal of the classic, the Chird to be blocked by NEC-TV, matched he are ting Arkenia. Recorbacks equinet Georetic Tuch. Fidle coverage ill be apprecised by the Group of Division - AVCO Manufacturing Corpo-

Arkanses, encoured by the former Tennessee Ali-American and, on len arath, gained the bid of winning the first undisputed Scutiment orteress chemptonship in 16 years. Arkanses this year consiled on -3 record, its best since 192. In conference view its won five cut is is engagement. The forer soks defected Tuiss, Texas Christian, evice, Texas, Musicalui, Texas (. & M., Rice and Hourton, Loging and Southern Machoelst (21-14) and Logistian State (7-6).

Hobby Dodd's Georgie Cook eleves ended the Morfon as rander. a to Mississivit in the Southcastorn Conference with a 7-3 record. b Yallow Jaske's Sepped Talevo. F.M.U., L.S.U., Allera, Tennessee. Leters and Doorgia (Teop Was storned by Morida (19-12)) Kaninely 13-6) and Tele (20-20).

Following the Lotion Bowl hetcle, NEC-Redio and NOC-Thinkle never the Allin memoral of the historic Hetc Ford contony in Pared no here's number, 131. For the fifted environming means while correctle with monitored by the Clilette Soluty Railor Control.

3 - New Year's Day Sports Events

Southern California, runnerup to unbeaten U.C.L.A. in the Pacific Coast Conference, plays host to Ohio State's stainless champions of the Big Ten. U.C.L.A., the nation's top-ranked team, is ineligible for a Rose Bowl trip as it was a participant last year.

Southern Cal, coached by Jess Hill, concluded its campaign with a last-minute 23-17 loss to Notre Dame. Previously, the Trojans had beaten Washington State, Pittsburgh, Northwestern, Oregon, California, Oregon State, Stanford and Washington, and had lost to T.C.U. and U.C.L.A.

Woody Hayes' powerful Buckeyes rumbled past all nine of their opponents, conquering Indiana, California, Illinois, Iowa, Wisconsin, Northwestern, Pittsburgh, Purdue and Michigan.

(Commentators who will cover the bowl games for NBC Radio and NBC-TV will be announced soon).

----0----

NBC-New York, 12/1/54

COMPUTER TO THE PROPERTY OF

Latimin Silimula, respects to submitte U.L.L. in the neuric train Sonfermine, plays have to Theorie statedue them. None of the edge U.L.M., the nutfort's constant to the oritheline for a Hose Eoki tests as to was a paraistiper liquit year. Santheline for a Hose Eoki tests as to was a paraistiper liquit year. Santheline for a Hose Eoki tests as to was a paraistiper liquit year. Santheline for a Hose Eoki tests as to was a paraistiper liquit year. Santheline for a Hose Eoki tests as to was a paraistiper liquit year. Santheline for a Hose Eoki tests as to was a paraistiper liquit to the santheline for a Hose Fok State, set of the set of the formation of the isotextiers of a state, filterous form. Freedom 1, the Trolline silicoutian Origins Hate, filterous for the form to be for the filterous to hose to be and and fulficer and hose for silicoutian Origins Hate, State, filterous for the filter to be sold to the formation of the filterous for the filterous for the filterous with the formation of the filterous for sold for the filterous for the filterous for the filterous for sold for the filterous filterous for the filterous for the filterous for the filterous filterous filterous for the filterous filterous for sold for the filterous filterous for the filterous for the filterous for sold for the filterous filterous for the filterous filterous filterous for the filterous filterous filterous for sold for the filterous filterous filterous for the filterous f

• Wonder Heyrest powersh Reeksper multiply per all pires 0.0 Garbin momental comparison (althorne) Calthornia, 111 Horley Hissonalpy originesterny Eletropuerty, hurdes and Federatic.

· (Commandatorie this will command and grass der MEC Falle at 160-TV (11) of annuthed woon).



December 1, 1954

JOHN PORTER NAMED NBC ADVERTISING AND PROMOTION MANAGER; NATIONAL SALES PROMOTION POST GOES TO EDWIN VANE

The appointment of John Porter as manager of the Advertising and Promotion Department of the National Broadcasting Company was announced today by Kenneth W. Bilby, NBC Vice President for Public Relations.

Mr. Bilby also announced the promotion of Edwin Vane to manager of national sales promotion, the post previously held by Mr. Porter. Mr. Vane formerly held the title of coordinator of television network sales promotion.

Mr. Porter came to NBC in 1950 as a copywriter for the Advertising and Promotion Department. He was promoted to supervisor of television network sales promotion and later named manager of national sales promotion. Mr. Porter lives in New York City.

Mr. Vane joined NBC in 1945 and was assigned to Guest Relations. Later he was transferred to the Advertising and Promotion Department where he worked in audience and sales promotion. He lives in Kew Gardens Hills, Long Island, N.Y.

____0____

SWART SCROOT NUM

and the second second

the second s

الا مان الي جوه (10 ملك المركب ال معروف المركب المركبة المستخل المركب المركبة المركبة المركبة المركبة المركبة المركبة المركبة المركبة المركبة الم المركبة المركب المركبة المركب المركبة المركب المركبة المركبة المركبة المركبة المركبة المركبة المركبة المركبة ال المركبة المركب

and the standard and the

NBCCOLOR TELEVISION NEWS A SERVICE OF RCA

OVERSEAS PRESS CLUB'S MEMORIAL CENTER IN N.Y. TO BECOME A REALITY WITH COLORCASTING OF "DATELINE" ON NBC'S "PRODUCER'S SHOWCASE" MONDAY, DECEMBER 13, 8 TO 9:30 P.M., EST

With the presentation of "Dateline," the color Spectacular to be seen on PRODUCERS' SHOWCASE <u>Monday</u>, <u>Dec. 13</u> (NBC-TV, 8-9:30 p.m., EST), the Memorial Press Center will have become a reality. Produced in cooperation with the Overseas Press Club, "Dateline" will mark the dedication and formal opening of the OPC's official headquarters -a five-story building located at 35 East 39th Street in New York City.

In addition to serving as a global journalism center, the new home is designed "as a living, national memorial to those who have died in the supreme call of duty," while on overseas wartime assignments.

Founded 15 years ago, the Overseas Press Club today ranks as America's largest, most important and most respected organization of foreign correspondents. Its more than 1,000 members have worked or are working all over the world. Since the newly renovated and redecorated building first opened its doors unofficially on Sept. 27 last, it has already become a busy center for members of the press, magazine editors, radio and television personalities, news photographers, free-lance writers and representatives of allied fields. When fully completed, the Overseas Press Club Memorial Press Center will be "an institute to serve usefully men and women in and of journalism."

(more)

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

2 - 'Dateline' - PRODUCER'S SHOWCASE

The center will include a library and archives, press conference room, dining and meeting room, headquarters offices and lounge, the latter a meeting place for newsmen and women and their colleagues, which is expected to become one of the most popular journalistic rendezvous in New York.

Contemplated special services will embrace a message service, mail service, dressing room, guest privileges, lecture bureau, recording equipment and newsroom.

On the OPC production committee cooperating with NBC in producing "Dateline" (an all-star colorcast extravaganza which may be seen on the nation's standard sets in black and white) are Robert Considine, president of the Overseas Press Club of America, Inc.; Edward R. Murrow, John Daly, Fleur Cowles and Patricia Lockridge Hartwell. Mrs. Hartwell is coordinator of the committee, assisted by Eileen Lange, a former NBC Press Department magazine editor.

Based on Nielsen reports of NBC-TV Spectaculars, over 30,000,000 viewers are expected to watch "Dateline." The production will be co-sponsored by RCA Victor and the Ford Motor Company.

NBC-New York, 12/1/54

STANDER OF DUDY - PORT OTO - 1

"Mie woatur.wilildeoitie o "ibbwary tek cooling of prove witerwoorkoper, witara, usi mettag nor y kat garetelevertilee ost warne, to e look e o welting olaac for wordene entimete sileare, to e look e o welting olaac for wordene entimete sileare, to e look e o welting olaac for wordene entimete sileare of the house of the society.

Confempleter (pertit service vill antro o verve) worken, matic reverse, averatit verve, (no t privilees) ioviers huges, reactaing contements and newsform

On the OPC production countly a semilitor construction (30 K20 1) anotation "Depotition" (an all other colorated cuber) constant which are none on the entire consider) cost the black and white) are denote treathing, produked of the Oregonic free (2), of Antrica, hand, Educed 1, Marrow, down bails, filster over a and Patrica boronad inter fraction (1) for every product of the construct details, the formation (2), filster over a and Patrica boronad details, the formation (2) and the construct details are commen W20 meres (2), or the editor, and to construct a gravitation (2) and (2) or the editor, and the construct of M20 meres (2) and (2) or the editor, and (2) construct a state of the construct of the editor, and the construct of M20 meres (2) and (2) or the editor.

6.000,000 view malak org still to made "gratolithe." The production of a spectrum to a spectrum of the production of a spectrum to a spectrum of the production of the spectrum.

PERSING'S LEVEL



CREDITS FOR MAX LIEBMAN'S COLOR SPECTACULAR, 'SPOTLIGHT' ON NBC-TV, SUNDAY, DEC. 5, 7:30 TO 9 P.M., EST

PROGRAM:	SPOTLIGHT
TIME:	NEC-TV, Sunday, Dec. 5, 7:30 to 9 p.m., EST, in compatible color (availa- ble on standard receivers in high-quality black and white).
STARS:	Sonja Henie, Jack Buchanan, Jeannie Carson and Pat Carroll.
SPECIAL GUEST:	Jimmy Durante
PRODUCER-DIRECTOR:	Max Liebman
WRITERS:	William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson.
CHOREOGRAPHER:	Rod Alexander (musical numbers and dances)
ART DIRECTOR:	Frederick Fox
COSTUMES:	Paul Du Pont
CHORAL DIRECTOR:	Clay Warnick
MUSIC DIRECTOR:	Charles Sanford
ORCHESTRATIONS:	Irwin Kostal
ASSOCIATE PRODUCER-DIRECTOR:	Bill Hobin
NBC SUPERVISOR:	Hal Janis
ASSISTANT TO THE PRODUCER:	Max Siegal

NBC-New York, 12/1/54

A STATE OF 1 1 1 1 1 NAMES OF A DRIVE OF

.

BLACK-TIED, GLOBE-GIRDLING BOB HOPE SANDWICHES IN A BOOK (SORT OF A TRIPLE-BAEDEKER) BETWEEN TV AND RADIO DATES

Book lovers across the nation are in for a delightful treat with the publication today (Dec. 1) of Bob Hope's own story, "Have Tux, Will Travel."

The entertaining and penetrating personal Hope autobiography, as told to Pete Martin, is filled with the NEC comedian's brand of humor that has brought chuckles and laughter to world-wide audiences for many years.

The book gets off to a breezy start with the very first chapter during which Hope confesses: "I don't say that my mind is an orderly one. When I try to remember dates and names, I bang my forehead with my fists so hard I have to have my head re-blocked."

Hope reveals that his ski nose is real, explaining: "It's not true my nose is the way it is as the result of having been broken in an accident. It came the way it is from the manufacturer. My brother Fred's nose is even ski-snootier than mine."

The laugh-packed book is published by Simon and Schuster, and is profusely illustrated with amusing drawings by Ted Sally. It is also completely indexed with places ranging from the Dyker Theatre of Brooklyn to the London Palladium and with such varied personalities

(more)

2005 A LE SUDDATAU SEN SEE MULT FOR - LECUS FET - NULL SETAG OFCAR ONA OF MUNICES (REFECTAS- MARINE A CO 10505)

Book Lavers servers the metion are in for a del photul read with the milited ion toles (Dec. 1) of Bob Hope's even story. " a fur, Will Trovel."

The substituter and pure weight erroral into substituter of an all into substituter of an as bold to Pale Hartin, is "liled with the NEC secolism's trend of mumor that has brought churching an langher to nomis-wide sublements "at many years.

The book gets off to a brow y sturf with the yeary first chapter turing which Here conference: "I don't of the optimization an orderly one. When I try to react ber date can makes, I hang my forchead with my firsts so hard I here to have a real re-blocked." Bope reveals that his sti when is roul, explaining: "It's not there my nose is the way it is a sine result of having been broken in an about solvent. It can be defined the result of having been broken in an about solvent. It can be any it is from the manufacturer. My

The laurh-packed leak is pulling of Simon and Schost P.

Is also rempletely induction and the source of unings by Too Sully. It is also rempletely ind of which places reacing the Dykur Tacaire of Propilyn to the Ionion all them are will seen walled personal to the

(===)

2 - Bob Hope

as Goodman Ace, President Dwight D. Eisenhower and Wilbur Zink (a former schoolmate).

Hope, who has literally traveled all over the world, put the title to his book to action recently when he went to England to film his NBC-TV BOB HOPE TELEVISION SHOW for presentation on the network <u>Tuesday</u>, <u>Dec. 7</u> (8 p.m., EST). The full-hour production will have a guest roster of Continental stars including Beatrice Lillie, Maurice Chevalier, French ballerina Liane Dayde, English film star Moira Lister and the Cologne Male Choir. The "Bob Hope Television Show" placed second in the latest Nielsen national audience survey.

The top-rated comic has been an NBC Radio highlight for the past 16 years, and is currently represented on the network with the BOB HOPE RADIO SHOW Thursday evenings (8:30-9 p.m., EST).

NBC-New York, 12/1/54

agolf in i - 1

as concease Ade, Structores Devices is, Treambower and wilkers that (a

Book, and a fitnerally cruckly the world, on world, on the order to see the action security does no whit to Excland to which has MRO-IV BOB EAPS THERETIC HOLE FOR THERETOR OF the mathematic Tussery, Two, 7 (0 p.m., 200), The Thiswar production will have a group in one of Continental State Instants from production that is taken a firmer and the Continent State Instants from Boy Think star Write Links and the Continent Millering Firme Boy Think star Write Links and the Continent Millering The Bob Thus worldered by State Technological to the Links to The Bob Thus such and show place motor of the She Links to Instants a firme

The top-colors and not been in 130 Baddo Algodight for the sub-to years and to removely reprint on the network with the 100 hard subjects of monogravity (100 0 p.m., 200).

MEC-HER York, LIVEY

GEORGE GOBEL WINS AWARD AS NEW TV STAR

NBC's George Gobel, who has been lauded from coast-to-coast in the few weeks since his comedy show began (NBC-TV, Saturdays, 10 p.m., EST) has received a Modern Screen magazine silver cup award as one of the two "most popular new TV stars of 1954."

The selections are based on results of a poll of more than 5,000,000 readers of the magazine.

IMOGENE COCA TELLS OF 'ME AND MY SHADOWS'

"Me and My Shadows" is the title of a tender story about Imogene Coca, as told by her in the current issue of Woman's Home Companion. In the article, the NBC comedienne reveals some intimate secrets about herself and offers some candid opinions of Coca the woman and wife, and Coca the comedienne.

The IMOGENE COCA SHOW is presented over the NBC-TV network Saturdays, 9 to 9:30 p.m., EST, three weeks out of four.

____0____

NEWSCASTER ROY NEAL PLAYS A MOVIE ROLE--AS A NEWSCASTER

Roy Neal, NBC-TV West Coast newscaster who appears on both the "Camel News Caravan" and on "Today," will play an image of himself in a movie filmed by Columbia Pictures.

In the picture, entitled "Terror in the Night," Neal plays a newscaster who holds the fate of several people, depending on his judgment in the handling of two sensational news c'ories. Through wise decision, he saves their lives.

____0____

NBC-New York, 12/1/54

CAUTA YT-SCH

George Const Minke AMARD AS REW EW 2000. NGC 12 Coorge Gobel, whe has here been lower from the countrate of another the free they worker allow hits boundy anow began (GEO-TV, Surveyuya, 10 minut, 600) was moreheed - Mooren Sorven nagestine slives any another as one of the two "nost popular par 2V stars of 1951."

The boloction are or to or would to on a pail of the of the second to the second the sec

rea in an en ""I e a a h a

"He and My Shalows" to the tiple of the to a the control of the control of the control of the source of the Mon cogen. Coar, at told by here an the common films of here with Mon are without. In the sittede, the MTS considerer record, coas information even to a board here all and the orange of the films to and the coast in the second block for each of the source candid of a subset of the smain and the state for each offer a

The DOLMA COCK TO is presented and The IEC-AT NUMBER with the Annual States and the states of the second states.

.) -

TRASCASSER ROL MEND FLAGS , FORE STILL --- S . N. C. S. . .

Roy Lagl, MEG-TV Mest Comer no Lockston who offered on only he "Gomel Nowle Carevis" will on "Tomos" will play on lose of classic a compute Milted by Collembia Proteires.

In the protuce, emitted "merror in an high " and many management who holds the feed of second cords, do noting on his "grant in the modiling if the constituted way of the firmed hat a setatom, he saver their liters.

ISO SI STOP WHE OZE

NBC PRESS DEPARTMENT

NBC-TV DEVELOPING PROGRAM AND CIRCULATION POLICIES TO ATTRACT EVERY POPULATION SEGMENT, NETWORK'S SYLVESTER L. WEAVER JR. TELLS MEMBERS OF SAN FRANCISCO ADVERTISING CLUB

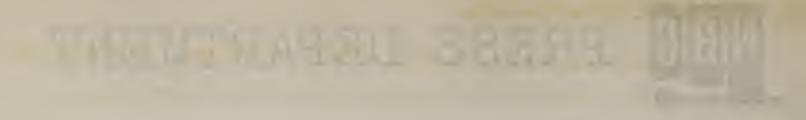
San Francisco, Calif., Dec. 2 -- NBC's television network is developing its programming and circulation policies so that "every segment of our population, no matter what ethnic, racial, cultural, age level or other grouping that they may be in, will find attractive and entertaining programming of interest," Sylvester L. Weaver Jr., President of NBC, said here yesterday (Dec. 1).

Mr. Weaver addressed members of the San Francisco Advertising Club at a luncheon at the Sheraton-Palace Hotel.

In outlining NBC-TV's programming concepts, Mr. Weaver emphasized that the network's policies "are designed to assure that the total impact which this great all-segment, all-family, all-set audience receives from our schedule includes enlightenment, enrichment, inspiration and information as well as entertainment."

Mr. Weaver also pointed out that NBC-TV's advertising policies have been planned from the start by experienced advertising men, and added: "There has been no substitute for this broad and deep advertising experience and marketing knowledge when it came to laying out the grand design for NBC Television."

(more)



MERCHEV DERVETER FOR THE SUPER STRUCTURE SUPERVIEW FOR THE PERSONNEL OF THE SECOND STRUCTURE STR

ter suprementario di sur constructor della darettari cella darettari della della della della della della della Historia di bantanona suboli di sur ondettari constructori della.

the task of the second of the second start with the second the second se

E CARACTER ST

2 - Weaver San Francisco Talk

Explaining the application of this experience, technique and know-how to the development of Spectaculars and color programming; he said:

"Last year our 'Bob Hope Show' broke down the last possible hesitancy in my mind regarding the commercial success of the early one-shot holiday shows. So we knew that the Spectaculars could be great marketing successes.

"So far all these shows have been in the top 10 in audience size, which is what Nielsen measures, and our information on the job they are doing for the clients shows real power.

"The Spectacular is the natural component of the magazine concept. This basic element of our advertising philosophy essentially means the development of advertising flexibility with a wide range of usefulness...so that any national advertiser can use NBC Television."

Mr. Weaver then discussed the tremendous advertising potential that is offered today through color television.

"We think the future, particularly with color, calls for this flexibility...whatever an advertiser wants he will be able to get on a national basis in color from NBC no matter how big or how small his budget."

Mr. Weaver said the television network should serve "the whole audience, all segments and not just cater to the heavy viewer."

"In cultural fields," he said, "NBC wants to upgrade American taste, we want to offer all segments of our society those things which they wish, but we want to expose to the less fortunate who do not have the taste or the training, the elements of civilized life that are pretty unanimously agreed upon as being better or finer or more valuable or more rewarding or more intrinsically worthwhile than the more popular entertainments. (more)

3. - Messar firs Front Laco Yalk.

The supervision of the source of the state of the state of the second state of the sec

the set the present tours south cost who we ar to The Accteancy th my milli receip Mag the source of an in a since they Funder Short choist days the area So sho konstrate the Scient configuration of , and Jobers mi iten fr. ite

""Souldr'al there news bive bound to the top 0 the udtome the contact for an out it is is put the the the

"The Endeltad is " is the nother of composition if the management activity. This is a summer of our same tail a till o only and any an entry stro sivel of any of alvesticatio "lasth with a wide whee of ", not state that survive address address are war torest ton." The set of the second of the second of the set of the set

potential this is affinited to the select the televist. " "; e thir the " bure, parent, d'ly ant's offer all's te but A no top of the still of still to to 10 you hat tove the ... the stranged and rear and so star of a star in a so in a transfer bow melt be b. A

int. Mayo - 10 the the visit of the 1 cher 1 cave "che whele waterce, all commute stilling as clair to the news viewing" ""The cult of the stars " he shall writer to any red seator

theter an white to a struct of the second of the second thinks while boy "ist. and the rank to constant the seal full tunkte and in not have the built of cloting, the eliments of clatical to that emer de l'airle en de la company de la company de la company relaat en moter contration at a tot to the off of the haries the

(010-)

3 - Weaver San Francisco Talk

"And color television will force the pace of change.

"Color television will provide a service that will give something of interest to everyone, that will force excitement into the lives of the people not only by communicating events in which they all have a high interest, as in politics and sports, but in special entertainment events which will make people come home and stay home and watch television, and go out and buy color sets before they buy anything else."

Mr. Weaver was introduced by Harold See, general manager of NBC-affiliate KRON-TV in San Francisco and television chairman of the advertising club.

NBC-New York, 12/2/54

second to second the second the second to be the second to be

"Coint to be a constructed and the grades and the construction of the construction of the property between the grades of the property bound of the propert

Mm, Weaver and introduced by Masperithe as general winners of a BC-efficinets (TQN-T) in San [htma: i too und. sates); ico outranses of the dvertising citb.

RECENSION STREET STREET



December 2, 1954

'BOB CUMMINGS SHOW' TO START ON NBC-TV SUNDAY, JAN. 2

R.J. Reynolds Company to Sponsor Comedy Series

A new film series starring Bob Cummings and sponsored by the R.J. Reynolds Company, makers of Winston cigarettes, makes its debut on NBC-TV

Sunday, Jan. 2.

NBC-TV affiliates and local TV editors coross the nation watched a closed circuit preview Tuesday, Nov. 23, of "The Bob Cummings Show." The show will be seen each Sunday, 10:30 to 11 p.m., EST, on NBC-TV.

Sylvester L. Weaver Jr., President of the National Broadcasting Company, introduced Mr. Cummings to the closed circuit audience. The "live" segment of the demonstration came from Studio 5-H in Radio City, New York.

Bob Cummings is presented in his new show as a commercial photographer whose roving eye for beauty develops hilarious situations.

The order was placed through William Esty Company, Inc.

1. The property states and the second states , - have gave , ------- C herrin beauty -----a second se



MARTHA RAYE, EDDIE FISHER, PERRY COMO JOIN LIST OF HEADLINERS FOR 'DATELINE' COLORCAST ON 'PRODUCERS' SHOWCASE' MONDAY, DEC. 13, NBC-TV, 8-9:30 P.M., EST

Martha Raye, Eddie Fisher, Perry Como, cartoonist Milton Caniff, war ace Col. Philip Cochran, Elsa Maxwell, Lawrence Spivak, Carl Reiner and H.V. Kaltenborn are additions to the roster of notables who will appear on "Dateline," the compatible color extravaganza saluting the opening of the new Overseas Press Club Memorial Press Center, on PRODUCERS' SHOWCASE <u>Monday, Dec. 13</u> (NBC-TV, 8-9:30 p.m., EST).

They will join Bob Hope, Marian Anderson, Richard Rodgers, poet Carl Sandburg, Bob Considine and John Daly, previously announced for the colorcast which will also be seen on the nation's screens in black and white. Peggy Lee, previously announced, will be unable to appear.

Carl Sandburg is writing the dedication which will officially open the OPC Memorial Press Center in New York and honor the more than 80 foreign correspondents who lost their lives while on duty overseas.

A satirical sketch will star Sid Caesar as a crack foreign correspondent paying a guest visit to "Meet the Press," complete with his famed Viennese accent and customary expert misinformation.

(more)

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

and the strength of the second s

2 - 'Dateline'

Lawrence Spivak, owner-producer of "Meet the Press," will be in his usual place on the panel. Actor Carl Reiner and three OPC members will attempt to maintain some semblance of order on the panel during Caesar's interrogation.

Eddie Fisher will be cut in from California in a medley of some of the top tunes of the day, including "Count Your Blessings Instead of Sheep." He will sing these songs especially to his brother, Alvin, who will be on-camera in New York, following his recent discharge from the U.S. Army.

A cartoon character by Milton Caniff will come alive in a ballet to be devised by Tony Charmoli, who stages and choreographs "Your Hit Parade" on NBC-TV each Saturday night. Caniff will design the settings for the sequence, which will treat of "high adventure" in foreign lands.

Col. Philip Cochran, the "real-life" model for Caniff's cartoon character, Flip Corkin in "Terry and the Pirates," will read "The Pilot's Creed" on "Dateline."

Richard Rodgers will conduct a 36-piece orchestra in selections from his brilliant score of the prize-winning NBC-TV film series, "Victory at Sea." A theme from this musical setting later became a popular ballad titled "No Other Love."

Perry Como will sing this number, which was a feature of the Rodgers and Hammerstein Broadway show, "Me and Juliet."

An original dramatic vignette by Robert E. Sherwood will highlight an important incident in the life of the late Ernie Pyle. Casting is in progress for a leading actor to impersonate the famed war correspondent.

More than 30,000,000 televiewers are expected to watch "Dateline," as indicated by Nielsen audience ratings of previous NBC-TV Spectaculars.

NBC-New York, 12/2/54

· Pintelling

destricted introde, owner-produces of "Hear the Press," will be in him much place on the panel. Actes Nave Relate the Unit Users OFC penders will attempt to minimum name semulation of offere in the pagel contant former's interrogation.

Edde Flater all be of the set in from Shifteened in a color with the of the ton burnes of the day, in infine "course for Earne had investe of Steppe" - Rewill state neers are could be to the trainen burness of will be one search in New York, following of a contraction durge from the U.J. Atom.

I carbot an even of long to be will all and the street and the street and the street and the second of long to be any indication of the street of the second of the street of the second of the street of the

ost, Patric Coch a the "eep" surf and a second of the Condition estable character, Alto Cornan an "Isony wat the Platent," alt note "and Plat's Cront" on "O willow"

Richard Robert Rowgers will replace a burghood of a fer in the Richard room his orilling proof of the replace duaming WE. IV film Limits, "Victory of Gog." A chem. From Well modified rector James w curre a popular biblio rabing the Office Towe."

Berry Cons will coup the summer will not a feature of

An original managers is a construction 6, the work of the operation of the second of t

More Char Stranger, 30,000 calevierare and matrices le vivin Detalles, as instanted of Miele W ruters college vi agening j '-IV Smootscolers.

130-11 a Porte, 12/2/5/50



December 2, 1954

VIDEO VERSION OF 'THE GREAT GILDERSLEEVE' STARRING WILLARD WATERMAN WILL SUB FOR 'RED BUTTONS SHOW'

Buttons, Ill for 10 Days, Expected Back for Dec. 10 Program

Admirers of NBC Radio's THE GREAT GILDERSLEEVE will have a chance to see the show on video when a filmed version of the show, with Willard Waterman in the title role, will be presented in THE RED BUTTONS SHOW time-spot Friday, Dec. 3 (NBC-TV, 8 p.m., EST).

When this program was shown over NBC-TV last September, viewers were asked to express their opinion by mail. More than 25,000 of them endorsed it in hearty terms within the next flew days and requested another showing.

Waterman, as a blustering small-town water commissioner, sees his girl-friend off at the station, then notes a poster advertising a lucious blonde who will be in a local stage show that day. The blonde herself turns up while Gildy is admiring her picture. She loses her glove and he recovers it, then parlays this flimsy excuse into a chance to see her later. Complications ensue, both onstage and off, and for awhile it looks as if Gildy has lost his head but all comes out right eventually.

Red Buttons, who has been hospitalized for the past 10 days with a virus infection, is expected back for his Dec. 10 telecast.

----0-----

PARTICIPAL DISCUSSION |

Because 211 and 100 hours and 100 hours of 100 hours of 100 hours

December 2, 1954

SECRET'S OUT! MUGGS' HUGGERMUGGERY IS A GIRL CHIMP! SHE'S KNOWN AS MISSY AND SUBS FOR COAST-BOUND MUGGS

Muggs' huggerymuggery stood revealed on the TODAY set this morning (Dec. 2). Or rather, SHE sat. The secret that J. Fred Muggs, the "Today" program's favorite animal editor, has been hiding was a $7\frac{1}{2}$ -month-old girl chimpanzee.

The young chimp made her debut for the press last night at a cocktail party, and her first appearance on network television this morning.

Her aplomb was admirable and enviable. She leaned over and nibbled Dave Garroway's microphone, played with the ribbons on her dress, and occasionally patted her own head. It looked as if her schooling under Muggs' tutelage was effective and complete. She seemed a past master in the art of doing nothing.

Arriving in a gilded coach drawn by two white horses, Missy, as she is being called pending selection of a permanent name, drew up in front of the 49th street windows of the "Today" studio in the arms of top-hatted Buddy Mennella, one of her owners.

As the coach drew up, two NBC page boys unrolled a red carpet and six NBC page girls removed the young lady's luggage, consisting of several large hat boxes, from the carriage. (more) NOFL , S TEAL YOU

UNKERT STAR A DE 177 ODE DOOMN 'LOGOL BUDO L'ADDOL MADORES. RENAM EDDOT-LEADD ZOT BELE BU LEOE EN REMOVE SATUS

Muqual Augustymus om 20000 enventur in the 90000 on enventur armine (200, 2). On molent, SRC met. Met versee their it Gand Steart, a "Today" programma (Constitut estimat) addition, has been ofdice why a -rout versit relations.

In a round shake we and a second when the person and hight on a sale all plotty, and thes "first seven reasons on because to have store on the sounds.

Nur Holort and and a similar and environs, the lagend creating balance thready to do actions, played with the relations of the suble to and constanting father the communical of the other of the social part to get buy the second of the relative and a single of such a part maker to correct at all the relative and a single of the such a part maker to correct at all the relative and a single of the

Arriving in a gildess reall drawn by the write baser of the sole is being called variably with their of a perminter were . In I'm front of the With wares windows of the "realer' drawle to the we of or-hartest hadd hemedic, one of her dwarm.

arpet and size 1800 page girth the boord the round the round in round and all attraction of the round the

Missy then made her triumphal entry into the studio, to the accompaniment of a resounding trumpet flourish.

Muggs decided that his protegee was ready for her debut after training her for the past three months ... ever since her arrival in this country from her birthplace in the Cameroon region of Africa.

Learning that he himself was needed for appearances on the West Coast version of "Today" in Hollywood, Muggs decided that it was altogether fitting and proper that Missy be launched and take his place during the four to six weeks he'll be away. He will take off tomorrow (Dec. 3) from LaGuardia Airport.

Altogether, the debut was a sumptuous and fancy affair. Clad in a frothy pink dress and pink sweater, Missy was a picture of self-possession -- Except for a couple of times when she almost fell off Dave Garroway's desk.

She will be seen every morning, Monday through Friday, on NBC-TV, 7-9 a.m., EST and CST, and 8-9 a.m., PST.

----0----

NBC-New York, 12/2/54

1- 11-3

Aller then and the birther all atter and the studie, to the

אעמים מושמי מימוס לאיר ביאור אלם הייניער או איינט יואר עניי או איינט איינט איינט איינט איינט איינט איינט איינט מושמיי מרענדיים איינט עראיעטע איינא עלט גענער גענער איינט איי עראיינט

Testing 1 if is shoted the outset to seperit we at the Mars Sent Version of Focket in H almost, bugge double the **nu** alreetter fitter and promer to be Wey of Borndon and both in **nu** place contas the test to his restanistic to conta the restanistic to the off bouchow (bee, 3) then found in the purch.

Alford is a frondy while the there was a completed with the rest in Used is a frondy while dealer the version respect, "from an a completed usif is restored white the formation of these with the line of the effection de research for a result of the second of the second of the effection de research and the

She will be need wery we buy thereas there and thereas the one of an and any and and any and any and a start of the other she and a

and and it is a set of

*

*

NOTED GUESTS TO JOIN IN 'BEST OF ALL' SALUTE TO ASCAP

A special salute for the 40th anniversary of the American Society of Composers, Authors and Publishers, will be offered on NBC Radio's BEST OF ALL program Monday, Dec. 6 (8 p.m., EST).

Guests who will participate in the anniversary celebration include Irving Berlin, Eddie Fisher, John Golden and ASCAP President Stanley Adams. The NBC Orchestra will be directed by Skitch Henderson.

AN NBC SIMULCAST

STUDENTS TO INTERVIEW CHANCELLOR RAAB OF AUSTRIA

____0___

Dr. Julius Raab, chancellor of Austria, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program <u>Sunday, Dec. 5,</u> (simulcast on NBC-TV and NBC Radio, 1-1:30 p.m., EST).

Dr. Raab, now visiting the U.S., will be interviewed by a group of New York high school students. The program will be filmed and recorded earlier in the week for presentation at this time.

----0-----

NBC-New York, 12/2/54

×

쑸

IS TRUER IT.

Moreo GUESTLI TO JOIN IN PERIT OF LLEP SALENCE TO ADDLE A sportal valuers for the AOIN paniversary of the Asemicen Louister of Compeete, Pothore and Field Perit. Will be efficient on NLP Redicts SEST OF ALL Process Mondey, Dee, 5 (8 p.m., 227); ° 4

Guessa who will first it is the analymenty enterious a include Trying Collin, Eddie 1 ther, John Golden and 150AF Front Line of Almon Mint, The MG

the second of the second second

TRAD. THE A DAY

SECONDER: NO DEPENDENT OF DATALOR RANGES RANGES RUTHER Dr. Duitur Heat, chancellor of Aurbeits, will in the paste an Theodore On wike source Wike To 2000 process <u>Justope Source</u> (stimulant of MDO-TV and SEC Tedie, 1-1:30 page, 8-0).

Dr. Back, nor al differ the U.S., ell? He interrubened of a group of New York High school Higherter. "To program with to filmot and reported cattler in Dhe weak for procentation at this cime.

as and a more of the same and as



EDWARD R. HITZ, THOMAS B. McFADDEN AND HAMILTON SHEA ELECTED VICE PRESIDENTS OF NATIONAL BROADCASTING COMPANY

FOR RELEASE MONDAY A.M., DEC. 6

The election of three Vice Presidents of the National Broadcasting Company was announced today by Sylvester L. Weaver Jr., NBC President.

The new Vice Presidents are:

Edward R. Hitz, Vice President in charge of Television Network Sales, Central Division.

Thomas B. McFadden, Vice President in charge of NBC Spot Sales.

Hamilton Shea, Vice President in charge of WRCA, WRCA-FM and WRCA-TV, NBC-owned radio and television stations in New York.

A member of the NBC organization for more than 25 years, Mr. Hitz has been manager of Television Network Sales, Central Division, since November, 1952. He joined the company as a salesman in 1928, and in 1934 and 1935 was placed in charge of the network's Philadelphia office. He returned to New York after this two-year period, and in 1939 became assistant to the Vice President in charge of Sales. In April, 1947, Mr. Hitz was appointed assistant sales manager of Eastern Network Sales, and the following year was named assistant director

(more)

ANTONY 25 MILL SA CLASS (PT

Second Andread Contraction
 Second Contraction
 Second Contraction
 Second Contraction
 Second Contraction

tint a koe a the second second second to the second to t Standard, the particular is a second to the second second second to the second second to the second to the secon The second to the second se

and the second appendit some some for

n and an anti-second and and an anti-second anti-second and an anti-second and an anti-second and an anti-second anti-second

a the second

2 - NBC Vice Presidents

of Network Sales. He later became manager of the Eastern Sales Division, before being transferred to Chicago as manager of Television Network Sales, Central Division.

Born in Clevelana, Ohio, on Dec. 1, 1900, Mr. Hitz became a New Yorker by adoption at the age of seven when his family moved East. He attended grade school in New York City, high school in Lima, Ohio, and business school in New York. His first position was with a Wall Street bond office. From there he went to the advertising and merchandising department of the New York Daily News, before joining NEC. Mr. Hitz is married and has two daughters and a son.

At 37, Mr. McFadden already is a veteran of 20 years service with NBC. He joined the company as a member of the guide staff when Radio City in New York was opened in 1934. A yeal later he was assigned to the news room as a writer, and by 1938 he also had become a news broadcaster. During World War II he was an Air Force pilot in the African and China-Burma-India Theatres of Operation. He was discharged as a captain in 1945.

Returning to NBC, Mr. McFadden rejoined the news staff and was appointed director of News and Special Events for WRCA (then WNBC) in April, 1946. He later became assistant manager and then general manager of the network's owned stations in New York. In April, 1950, Mr. McFadden was transferred to Los Angeles as general manager of KRCA (then KNEH), and after two successful years in that capacity he was brought back to New York to head NBC Spot Sales. Mr. McFadden is married and lives in New York City.

Mr. Shea has been general manager of WRCA, WRCA-FM and WRCA-TV since July, 1953. Before that he was general manager of

CONTRACT PERSONNEL

at malastic Subst. In Lower second company of the Industry inlast within correct litits breakinged to increase as making at Syleviseisers many black for this of the increase of many the Syleviseisers

Seen in it is an and the set of t

and the second particular and and the second s

3 - NBC Vice President

WTAM, WTAM-FM and WNBK, NBC's radio and television stations in Cleveland, Ohio. Mr. Shea joined the company in 1949 as controller of NBC's Owned and Operated Stations Division. He was named director of operations for the division in 1951 and a year later was transferred to Cleveland to head the NBC stations there.

Before joining NBC, he served five years as treasurer and controller of the Emerson Drug Company. His background also includes two years with the Chase National Bank and six years with the Telautograph Corporation. Mr. Shea, who is 40, is married and has four daughters. He lives in Chappaqua, N.Y.

----0-----

NBC-New York, 12/3/54

1 - Mar View ire- 16 at

conting the set MRMER, MRMER and Manager La 1990 as commendiate to effective dates in a sheet rate of the competer La 1990 as commendiate to Materia Demand and represented the formation, its and the contract of a operations for the distriction in 1992 and types late as refering to be Glaveland to the first for another and the test of the formation.

Takate Jonang HED, i en of thy goore as the atom of commoliar of the Country forug 1 and the bolgmound allo contrained the years sitt the Guessian Forug 2 and and all o contrained to actograph Country for the state of the two did only he load daughters. For the din Country of N.Y.

LEC-Nor York, 11 CA.



December 3, 1954

NBC AIDS OPTIONAL STATIONS WITH TWO MOVES: 'TODAY' PROGRAM TO BE OFFERED TO 37 OUTLETS NOT ORDERED BY NETWORK ADVERTISERS, AND UNIT STARTED TO DEVELOP MORE SALES FOR OPTIONAL AFFILIATES

NBC announced today (Dec. 3) that beginning in January, its two-hour morning program "Today" will be offered to 37 optional stations not ordered by network advertisers.

These stations will be permitted to carry the show with network commercials deleted and are individually available to network advertisers using the program.

At the same time, NBC announced the establishment of a station sales unit to concentrate exclusively on developing more net-work sales on optional stations.

The two moves represent further progress under plans announced last September by NBC and recommended at that time to the affiliates by their Optional Station Subcommittee as "constructive forward steps in network service which indicate NBC's real interest in seeking to meet special problems of its optional affiliates."

Under these plans, which were discussed in detail at NBC's September meeting with its television affiliates in Chicago, the network proposed the following three features:

First, NBC undertook to furnish certain commercial programs to optional affiliates not ordered by the network sponsor so that the

(more)

SUUMER SERVICES

100 1

2 - 'Today' Optional Stations

stations concerned could use the programs to build local audience and increase their circulation. The network has permitted these stations to make local sales in the programs so that they can obtain added station revenue pending network sale.

Since last October, NEC, in accordance with this plan, has been furnishing "Home," "Howdy Doody" and "The Imogene Coca Show" to optional stations which are not ordered for the programs and are on the interconnected network carrying the shows. "Home" is currently being carried by 31 stations on this basis, "The Imogene Coca Show" by 21 stations, and "Howdy Doody" by 62 stations including a number ordered for only one segment of the latter program. The extension of this plan to "Today" in January is in accordance with NEC's original undertaking to make more programs available to unordered optional stations as an additional network service.

Second, NBC undertook to establish a station sales unit to build more network business on its optional stations. This unit will assemble detailed and individualized selling information on the markets and facilities represented by NBC's optional affiliates; conduct continuing analyses of the lineups on commercial accounts; and assist in the sale of lineup additions on an account-by-account basis.

Third, NEC offered a group rate plan available to optional affiliates in smaller markets who wished to participate. Under this plan, the participating stations would be organized in territorial groups of 5-8 stations per group and offered at a reduced group rate to advertisers buying the entire group. The stations, however, would be available at their normal individual rates to advertisers ordering them individually. (more)

miligan testetten fighter :

indication (indication) (indication (indication) (in

interpretation 7000 constructs as controls 1.1.1 form, 0.1 is a walk to interpretation provide the interpretation of the 1.1 form, 0.1 is control 1.1 white details a set in the module of the 1.1 form, 0.1 is control 1.1 white details a set in the module of 1001 is oftioned on the interpretation of 1.1 form interpretation of 1001 is oftioned on the interpretation of the 1.1 form interpretation of 1000 is oftioned on the interpretation of the 1.1 form interpretation of 1000 is oftioned in the interpretation of the 1.1 form interpretation of 1000 is oftioned in the interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation interpretation of the 1.1 form interpretation on the 1.1 form interpretation of the 1.1 form interpretation interpretation of the 1.1 form interpretation of the

Stands the structure provides and the structure of the st

1-2-2

3 - 'Today' Optional Stations

A number of NBC affiliates in smaller markets have indicated their interest in participating in the group rate plan and the plan will be put into effect at such time as enough additional stations desire to participate so that the groups can be organized and the proper group rates established.

In commenting on the success of NBC's efforts to increase network volume on its optional affiliates in smaller markets, Harry Eannister, Vice President in charge of Station Relations, said:

"NBC has always recognized that the problem of increasing network commercial business on television affiliates in smaller markets is essentially a problem of advertising economics.

"We have been attacking this problem on a series of related fronts: The addition to the normal service of important commercial programs for which the station is not ordered so that it can build circulation faster and attract more network sponsors; the specialization of selling effort to increase commercial orders on smaller market stations; and plans for special incentives to encourage network advertisers to use these stations without jeopardizing sound rate structures.

"As a result of our past efforts, "Mr. Bannister continued, "NBC now averages a longer commercial lineup on its sponsored programs than any other television network. We have also succeeded in increasing the total volume of network programming on our optional affiliates. Although NBC was the first network to initiate action for developing more network sales and more network programming on affiliates in smaller markets, and has made good progress in this direction, we realize that the task calls for continuing, well-considered effort which will enlarge the stations' opportunities to increase network volume without endangering their current revenues. We mean to continue these efforts, working closely with the committee representing our optional affiliates."

- "Testor" Ophismal Statistics

A munor of MCO dffilletor in multer anthone inverted their interest in participating in the group rate pian and the file of 1 to put into alloc at was the as mangh solutional similar white to participate so that the group oat be organized and the momor group rates or that the group oat be organized and the

In sommerfier on the Aucords of NPC 5 of Provide to Inducate events whitme on the optional affiliates in malter markets, Firsy and ter, Vice President in the go of Station Relations, and th "FPC has clusys recombled that the provide of installer events concerted" busines on television a filtered in smaller arises is eccentially a provider of edycricicles chowing.

"We have here abtacting this proviem on a surge of selated ronts: The additions to the normal service of investions conner (a) regrams for which the station is not crucred so that if can bails inculation faster and attaces now network spanning the spatializaton of selling effort to increase commercial orders on maller method tetions; and plans for special insentives to securage not, each adaptimete to use those failed without jectardicing round rate to totars.

"As a result of our past of our past of ours, "Ar. Sumister continued, HEC now durrages a longer conversion throug on the spontared portunation any other belevition network, We have the succeeded in increanet one total volume of network programming on our potional affiliates. It hough MEC was the first network programming on our potional affiliates ore network sales and more network programming on affiliates in wall r markets, and has made good promess in this direction, we have that the task alls for continuing, we?)-sometéored effort have with endarge the text lows' concretenties to increase network best effort, working elevely with the consister point of the sent of these efforts, moding elevely with the consister point, 12/2/24

Color television presents A MAX LIEBMAN PRODUCTION

VICTOR HERBERT'S 'BABES IN TOYLAND' WILL BE COLOR SPECTACULAR STARRING DENNIS DAY, JACK E. LEONARD, BIL AND CORA BAIRD, WITH WALLY COX AS SPECIAL GUEST ATTRACTION, ON NBC-TV SATURDAY, DECEMBER 18, 9 TO 10:30 P.M., EST

On <u>Saturday</u>, <u>Dec. 18</u> Max Liebman will present his Christmas Spectacular on NBC-TV, BABES IN TOYLAND (9 to 10:30 p.m., EST). Starring Dennis Day, Jack E. Leonard, Bil and Cora Baird and featuring comedian Wally Cox as a special guest attraction, "Babes in Toyland" will be the fourth in the Saturday night series of live compatible color productions to be done in the NBC Brooklyn Studios.

Other stellar performers to appear in t. television adaptation of the Victor Herbert operetta will include dancers Bambi Linn and Rod Alexander, musical comedy star Jo Sullivan and a European comedy act, the Cairolis.

One of Victor Herbert's greatest successes, "Babes in Toyland" was first presented at the Majestic Theatre in New York on Oct. 13, 1903. It has remained one of America's favorite operettas chiefly because of the lovely melodies, "Toyland," "March of the Toys," "Don't Cry Bo-Peep" and "I Can't Do the Sum."

"March of the Toys," is a particularly favorite Yuletide selection and has been recorded extensively over the years since 1903.

(Presented in compatible color, the program will be available on standard sets in black and white. According to Nielsen surveys, NBC Spectaculars are seen by an average of 31,000,000 viewers,)

____0____

NBC-New York, 12/3/54

and the second second

33 NBC EMPLOYES JOIN 25 YEAR CLUB IN N.Y.

AND RECEIVE GOLD WATCHES AND CERTIFICATES

Thirty-three employes of NBC became 25 Year Club members in a ceremony Thursday, Dec. 2, at the Hotel Roosevelt, New York. Each of the new members received a gold watch and a certificate signed by Sylvester L. Weaver Jr., President of NBC.

In congratulating the new members Mr. Weaver said:

"To spend 25 years in any one industry is no small feat. But to spend that many years in this turbulent business of ours is an achievement that approaches the monumental. You have lived and worked with NBC through the era of the broadcasting industry's greatest growth.

"You have seen first radio, and then television, become unrivaled means of communications, together giving mankind its brightest hope for understanding and universal good will in the future."

B. Lowell Jacobsen, NBC director of personnel, presided over the ceremony which included entertainment by NBC's Steve Allen.

----0----

NBC'S JACK BEGON CUTS SHORT U.S. VACATION DUE TO POPE'S ILLNESS; RETURNS TO ROME POST

Jack Begon, the NBC News Department's Rome correspondent, is cutting short his vacation in the U.S. by a whole month to fly back to Rome tonight to cover the illness of Pope Pius XII.

Begon, whose beat has included Rome ever since his Stars and Stripes days there in World War II, has built up an extensive collection of contacts that make him especially valuable when a big story breaks.

He stood a constant vigil when the Pope was critically ill last Spring, and was the first to break the news that the Pontiff was on his way to recovery.

NBC-New York, 12/3/54

plant period well.

AND NO TONS OF STORE OF STORE OF STORE ON THE SE

this is the second second of the second second

In outperfectations have not present for, Norther 1211

the second of the second of the second secon

"Test anyo colo time makin and test tester anyon over the second toptypic tester of communications formation assist manually in triaditions, for the valore encoding and any version provided with the formation."

De Covella dei eren die dannen die daren en neeren bereiten ander e entremotry wieren is eren uit in ittenere is medit deare killere

- 1-12-2 21

- HORAL STORY SET DEFENSION ATTAC 2000 AND 2000 A

and a second the first taxe of an interstant of the second second state in the second se

(Power Somburiz to recent in "22 or " yours Plus 203. Decret almost texts as the contract of the other types of the set of the share shows in the first and the societable of the open of the start with our of restarts that wells him conscincting reliable when a diff here?

......

The second state of the second state that the second state of the

LOVENE SINCE THE TR

NBC COLOR TELEVISION A SERVICE OF RCA	NEWS
A SERVICE OF RCA	

CREDITS FOR 'DATELINE' ON 'PRODUCERS' SHOWCASE' IN COMPATIBLE COLOR ON NEC-TV MONDAY, DEC. 13, 8-9:30 P.M., EST WITH ALL-STAR CAST

PROGRAM:

TIME:

FORMAT:

CAST:

PRODUCER:

EXECUTIVE PRODUCER FOR NBC:

DIRECTOR:

ERNIE PYLE SKETCH BY: DEDICATION WRITTEN BY: ASSOCIATE PRODUCER: **CHOREOGRAPHER:** SCENERY: COSTUMES:

SPECIAL MATERIAL:

MUSIC CONDUCTOR: MAKEUP:

Harry Sosnik Dick Smith.

"Dateline." on PRODUCERS' SHOWCASE NBC-TV, Monday, Dec. 13, 8-9:30 p.m., EST

- A musical Spectacular in compatible color, to be seen on standard receivers in high quality black and white. The show salutes the official opening of the new Overseas Press Club Memorial Press Center in New York City and will honor the more than 80 foreign correspondents who died while on overseas duty.
- All-star cast of showbusiness and OPC personalities, including Fred Allen, Marian Anderson, Sid Caesar, Perry Como, Eddie Fisher, Bob Hope, Martha Raye, Carl Reiner, Richard Rodgers, Carl Sandburg, Bob Considine, John Daly, Elsa Maxwell, Hal Boyle, H.V. Kaltenborn, Milton Caniff and others.
- Fred Coe, for NBC, in cooperation with the Overseas Press Club of America, Inc.

David Shaw, Jim Fritzell, Everett Greenbaum

OPC PRODUCTION COMMITTEE: Bob Considine, Edward R. Murrow, John Daly, Fleur Cowles and Patricia Lockridge Hart-well, assisted by Eileen Lange.

NBC-New York, 12/3/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

Jack Rayel

Alan Handley

Carl Sandburg

Tony Charmoli

Theodore Cooper

Rose Bogdanoff

Bill Nichols

Robert E. Sherwood

Dis party reader in a reason of the such the state of the local stat

	BER McGEE AND MOLLY:
PROGRAM:	FIBBER McGEE AND MOLLY
TIME:	NBC Radio, Sundays through Thursdays, 10-10:15 p.m., EST
STARS:	Jim and Marian Jordan
FORMAT:	Family situation comedy of life in the mythical "Wistful Vista," featur- ing Fibber and Molly at home.
PRODUCER-DIRECTOR:	Max Hutto
WRITERS (alternating):	Phil Leslie, Ralph Goodman, Len Levinson.
SPONSORS:	Alternating participation by various sponsors.
ORIGINATION:	Hollywood
STARTING DATE (for current series):	Aug. 29, 1954
ORIGINAL STARTING DATE:	April 16, 1935

--0----

....

*

b

쑸

No BADIO ON

	The Grassing Fried	n non antiero
		: 1, 17, 10, 5 %
	INA MAL JUSTICA DE TA	
station)	No Estadores Scores en Princedores 10-30.15	: (274)012
	VEROE I ALEST LAND OF	: CARTO
al • . cu =	130 - 134,35 14 94,1469 5 - 3 - 3 - 4 4 4 4 7 12 - 50 - 2 7 4 4 4 5 1 - 1 - 4 5 5 - 4 1 5 1 - 5 5 5 1	: 2ALJ10
	ing have	: FOR DEFICE ARECEDIN
1 mailtoc	h: Fid Loclis R. 1ph 0 Len Lordn'oll.	mineratio (alternation
vi noim	CLALMAN CALOBINA JANANA BANANA	 TG<ii< li=""> </ii<>
	Loongelei	: MORITAMILO 18
	Aur. 23. 10.4	101) TT 1010
	April 15, 1935	NUTTING STATES
	D	

8

100-19-19 m. 12/3/50

'TONIGHT'S' EYDIE GORME GOES A-TRAVELING TO PROMOTE HER NEW 'PETER PAN' DISC

Eydie Gorme, youthful singer of Steve Allen's TONIGHT show (Monday through Friday, 11:30 p.m. to 1 a.m., EST) will give radio and television audiences in Cleveland, Ohio, an audible and visual treat on Monday, Dec. 6. In connection with the promotion of her latest record, "I've Gotta Crow," from the musical comedy "Peter Pan," Eydie will make radio and television appearances throughout the city. On Tuesday, Dec. 7 Eydie will move on to Pittsburgh and on Wednesday, Dec. 8 she will spend half-a-day in Philadelphia.

On a recent "Tonight" show Eydie performed the number dressed in a Peter Pan costume. It was the first time the hit tune from the Broadway musical had been done on television.

ON NBC RADIO FOR CHRISTMAS TOY SA

GIANT ANIMAL CO. BUYS 10 QUARTER-HOURS

Giant Animal Company, Inc., has purchased 10 quarter-hour programs on the NBC Radio network to promote Christmas sales of their animal balloon toys.

The programs for the northern NEC Radio network were signed through Duane Jones Company, Inc., and are for the first 15 minutes of WOMAN IN LOVE, Monday through Friday, 3:05-3:30 p.m., EST, Dec. 6 through 10; HOTEL FOR PETS, Tuesday and Thursday, Dec. 7 and 9, 5:30-5:45 p.m., EST; ONE MAN'S FAMILY, Tuesday and Wednesday, Dec. 7 and 8, 7:45-8 p.m., EST, and one NEWS program Sunday, Dec. 5 from 11-11:05 a.m., EST.

NBC-New York, 12/3/54

STATENT'S' REPORT SOUR OF A THETATE

What is not the set of a war

The Absorbance was compared and

The program that the second of the second se



December 6, 1954

- *

10

茶衣

'TOM CORBETT, SPACE CADET' PILOTS HIS SPACE SHIP TO NBC-TV; PROGRAM JOINS NBC SATURDAY MORNING BLOCK OF JUNIOR PROGRAMS * * * * * * * * * * * * *

TOM CORBETT, SPACE CADET is piloting his space ship to the NBC-TV network as one of the Saturday morning attractions designed especially for children.

Tom and his "Space Cadet" friends will start their new series Saturday, Dec. 11 (NBC-TV, 11:30 a.m. to 12 noon, EST). It

(more)

SALUTE:

An all-star cast of entertainers, and toplevel journalists, will salute the opening of the Overseas Press Club Memorial Press Center in New York, on "Dateline," a compatible color Spectacular on PRODUCERS' SHOWCASE <u>Monday, Dec. 13</u> (NBC-TV, 8-9:30 p.m., EST). Marian Anderson, Perry Como, Martha Raye, Bob Hope, Eddie Fisher, Sid Caesar, Fred Allen, Carl Sandburg, Richard Rodgers, Carl Reiner, Bob Considine, John Daly, H.V. Kaltenborn, James A. Farley, Inez Robb, Milton Caniff and Lawrence Spivak are among the notables who will perform on the extravaganza.

~

*



1012 and second . 1 the second se and the state of the 11000

and a solution of the second secon Second Research and second s Second second

+ P. 1. A DE LA CALLER AND A Y see a the second s Less and the second sales and the second second a second and the second second from the and the second second second and the second and the second 10 1 - 1 1 · · · · · · ·

2 - 'Tom Corbett, Space Cadet'

joins in the special two-hour network grouping for children ---- "Happy Felton's Spotlight Gang" (10 a.m., EST), "The Paul Winchell and Jerry Mahoney Show" (10:30 a.m., EST) and "Funny Boners" (11 a.m., EST).

Starting Jan. 1, 1955, the program will be sponsored by Kraft Foods Company Confectionery Division, for its caramel products. The agency is J. Walter Thompson Company, Chicago, Ill.

The popular science-fiction program, in its fifth year on television, features interplanetary adventure taking place in the year 2354. Sets used in the series will include the Space Academy on Earth, the power deck of the space ship Polaris and space ports on various planets.

Stars of "Tom Corbett, Space Cadet" are Frankie Thomas, in the title role of the Earthman, and Al Markim as Astro, a Venusian. They and Ed Bryce, as Captain Strong, have filled those roles since 1950. The cast also includes Jack Grimes as T.J. Thistle, a new cadet who comes to Space Academy as an exchange student from Mars, and Pat Farris, as Dr. Dale.

In the initial telecast of the series on Dec. 11, a prank by the newcomer, T.J., almost causes a tragedy during a training flight on board the Polaris. He gimmicks a key meter, resulting in a radioactive beam pinning Astro behind an "atomic curtain." T.J. realizes his error and tries to rescue Astro, but he too is pinned behind the "curtain." Tom expertly pilots the space ship back to Earth, where he and Captain Strong are able to de-activate the "curtain" and release Astro and T.J.

Rockhill Productions, Inc., will produce "Tom Corbett, Space Cadet," which will be supervised by Albert Aley (who formerly wrote the show for four years) and directed by Ralph Ward. Dr. Wily Ley will serve as science editor. The program will originate in New York.

NBC-New York, 12/6/54 FWK

ALL MARKED AND ALL MARKED AND A - IL

Added in the Addition for a sub- addition arothoging for addition of Samer and a discourse addition of the addition BOE), "One and additional and another Methanics Elect" (2013): "The Contest "2 and "2 and "2 and "1 and 10 and "1.

Reading and the second product of the product of the second se

some control and the state of the product of the state of the state.

These parts and a short which have

NBC-TV NEWS

CREDITS FOR 'TOM CORBETT, SPACE CADET'

PROGRAM:

TIME:

NBC PREMIERE DATE: FORMAT:

STARS:

CAST INCLUDES:

PRODUCER:

DIRECTOR:

SCIENCE EDITOR:

SPONSOR:

AGENCY:

ORIGINATION:

TOM CORBETT, SPACE CADET

NBC-TV, Saturdays, 11:30 a.m. to 12 noon, EST.

Dec. 11, 1954

Science-fiction program featuring interplanetary adventures taking place in the year 2354. Show is part of a two-hour Saturday group of programs (10 a.m. to 12 noon) designed especially for children.

Frankie Thomas as Tom Corbett, and Al Markim as Astro.

Jack Grimes as T.J. Thistle, Ed Bryce as Captain Strong, Pat Farris as Dr. Dale.

A Rockhill Productions, Inc., package supervised by Albert Aley.

Ralph Ward

Dr. Wily Ley.

Kraft Foods Company Confectionery Division, for its caramel products, starting Jan. 1, 1955.

J. Walter Thompson Company, Chicago, Ill.

New York

NBC-New York, 12/6/54

ENDI VP-DT

TATAC SOATE , 191 - 200	1020 · 201 2220000
TOH CONTRACT (DUNIO) HOL	CROCKAMS:
hed. W. data strate 11:30 a.m.	18712
1082 . EL . 050	TAG . FATTER C
Colonie	: Theorem
Frankie The a a To Corbell orist as the LA bus	3 (CARS) :
Je erm. sa 1.J. Mistla. 1. Enye: au Collin Strong. Pat Jarris 1. m. Dale.	:0000/1281 1800
A Rocket 1 Productions, Lne., packare supervised by Kluces Aleyr,	. ASDUCCAT
(2000) 100 C I	:R0720110
Dr. VILLY Er.J.	:MOTALLE DOMOIDS
Enally Pooder Monutedy Coulder Lan- erry Givenson, Personal teo consumit product, Carritor Many F 1958.	: 20502
. Un years not met " thew . 6	:20090-
2004 YOUL	: HOIY MAID DOD

NET WALL AND I ANT - TEN



* 'HOME' TO ENTER 1955 with \$3,500,000 BUSINESS SIGNED * *

December 6, 1954

"Home," NBC-TV's trail-blazing women's service program, will enter 1955 with more than \$3,500,000 in business signed for the new year.

The magazine-concept show, which made its debut March 15, already has reached an 80 per cent sell-out level.

For the six weeks preceding Christmas, 187 of "Home's" 240 commercial positions have been sold. The fourth quarter time and billings amount to \$1,900,000, and the 1954 billings for "Home" will total more than \$3,200,000.

During 1954, "Home" signed 38 advertisers. The client list currently includes Alcoa, Avco Mfg. Co., Dow Chemical Co., E.I. DuPont, Glidden Co., H.J. Heinz, Necchi Sewing Machine Co., Northam Warren, Pepperell Mfg. Co., and the Sunbeam Corporation.

"Home," starring Arlene Francis, is seen Monday through Friday, 11 a.m.-12 noon, EST.

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YOR

IS NOT STATISTICS.

ART LINDARD

Figure 1. Second States and Sta

orn. 1999 - 1995, and the second of the state of the state of the original field of a second state of a second state 1999 - Albert Price State of the second state of the state freque in the second state of the second state of the

Will BER ALTOINE AND ALTOINE AND ALTOINE AND ALTOINE ALTOINE ALTOINE STREETE.
Will BERE ALTOINE AND ALTOINE AND ALTOINE ALTO

taited \$1000 \$2000

Herrie Hannes Hannes and Service Fill and a state fill and the service of the ser

المحمدين الموالة المالي



December 6, 1954

RECORD \$900,000 IN PARTICIPATIONS ON 'TODAY,' 'HOME' AND 'TONIGHT' ON NEC-TV BOUGHT BY STAR-KIST FOODS ---Firm Also Buys Participation in Mary Margaret McBride's Series on NBC Radio Network

More than \$900,000 in participations - a record high purchase for a single client on NBC-TV's TODAY, HOME and TONIGHT shows has been bought by Star-Kist Foods, Inc., of Calif., Matthew J. Culligan, NBC National Sales manager, announced today.

The contract, beginning Jan. 5, 1955, provides for a oncea-week participation on the three shows. Star-Kist also bought a Wednesday participation on the Mary Margaret McBride 5-minute commentary NBC Radio Network show.

The T-H-T sale was handled by Walter G. Tolleson, NBC account supervisor for network sales, Western Division, of San Francisco, and Robert O. Davis and Tom Scholts, partners of Rhoades and Davis Advertising Agency.

Commenting on the Star-Kist sale, Mr. Culligan said:

"Star-Kist has achieved triplication of audience promotion, selling personality and merchandising value by buying "Today," "Home" and "Tonight" as a package. We anticipate a startling sales success for Star-Kist."

SWAM BRART

ي المركبة بالإسارية من المستركبة المستركبة المستركبة المركبة المستركبة المستركبة المستركبة المستركبة المستركبة المركز المركز الإسارة المركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة ا المركبة المركز الإستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستر المستركبة في المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة المستركبة

Diesigners and die seit die s sowwerke politikaar andere onder seit die seit d seit die sei seit die seit seit die seit seit die seit seit die seit seit die s

and the second second



December 6, 1954

- 24

NBC'S NEW STAGING SERVICES CENTER OPENS IN NEW YORK; BLOCK-LONG STRUCTURE OFFERS LAST WORD IN FACILITIES Vast Layout, Designed for Efficiency, Is In Building Once Occupied by a Famous Old Department Store

A vast new Staging Services Center which services 95 per cent of the live video productions originating from NBC's New York and Brooklyn studios has been put into operation.

Culminating six months of planning and preparation, the entire first floor, mezzanine and large basement area of a building which extends an entire New York City block -- from 18th to 19th street on the Avenue of the Americas -- has been converted into a "Willow Run of TV." Its facilities are available for any NBC program originating in New York, whether created by NBC or by an outside producer.

Once the home of New York's self-styled "most magnificant department store" the building, in all its 60 years of existence, never has undergone such extensive and drastically different face-lifting.

The relocation of NBC's Staging Services from its former quarters on West 56th Street was perhaps one of the most

(more)

STATEM DECLARATE

and the state of the

A set is a set of the set of th

Without 1998 the propher size of the Michael Michael Static Activity of the State o

2 - Staging Services

intricate and detailed operations of its kind in all the feverish history of tearing down and building up in New York.

It was comparable to picking up and moving some 400 complete houses -- roofs, walls and even contents -- practically overnight. Items transferred and installed included some 20,000 scenery units, 15,000 pieces of furniture and properties most of it very bulky, heavy and unwieldly.

A working personnel of 250 participated in the mammoth project, all of which was executed on a stop-watch schedule. Meanwhile, during this whole upheaval, over 100 NBC-TV programs a week were serviced with customary smooth punctuality and accuracy of inventory.

Leonard Hole, director of production for NBC-TV, in announcing activation of the new quarters, praised personnel for making the move so successfully.

"The fact that the move could be made and new quarters put into operation without a hitch was a tribute to the efficiency of the personnel and the techniques they have developed in the past year," said Mr. Hole.

When the building was the Siegal-Cooper department store in the Nineties, the display of merchandise on this main floor (to quote a handbook published by the store in 1898) "ran the gamut from choice cut flowers for the fair sex to cigars and tobaccos for the lords of creation."

Now its over 100,000 square feet of space is devoted to scenery and costume design, construction and painting of theatrical settings for NBC-TV productions, in addition to storage of thousands and thousands of props of all kinds and facilities for graphic arts, wardrobe and drapery departments.

2 - Steplar Pervious

List critesand details to attac of that in all the formulat

1. A literate complete to cloul of the moving some 400 complet mouses of roads, while and even events of the or senter of a solution. Items transferrid and installed higher nome 0,000 cenery units, 15,000 places of "ural" are and properties most of it very bulky, heave and prove of the ord properties most of it very bulky.

A work a personed of 250 within the mermoth preject alt if which was executed on a per-watch conclude. Meanwhile, during this whole uphears, over 10 if 20 programs a week were serviced with concerning ancech punctuality and accuracy of investory.

tap sotivition of the new questers, woulded overconvel for making the

"The flot first open and and the store with a made and new quarters put into oper alon without a filten way a tribute to the efficiency of the public nel and the fuch lever they have consigned in the part year," caid The Hole.

When the building of the 21 gas doctor and thesh store in the Kineties, the alluler of more and a doctor this wait (loor (to quote a cababook publication the store in ref.) "can the gamat and another and there for the fair set to signar and topaces for the brother of creation.

Figure 13: Sympthony 100,000 contractions fast of that is nevoted to be mery and doutume decign, construction and painting of theatrical as times for M30-Ty productions, in adaption to storede of theatrical and therease of prope of all similar on facilitize for grephic orten, wardnote and oracery decortments.

3 - Staging Services

The expansive plate-glass windows on three sides of the first floor, which dramatized the opulent fashions of the Gay Nineties, soon will reveal to passersby an enlightening glimpse into this important, formerly behind-the-scenes aspect of video.

Best of all, the increased efficiency of operation achieved in the new quarters produces economic advantages for program producers who seek complete staging service and lower production costs.

Just as Siegal-Cooper claimed to have "everything of the best quality and sold at the lowest possible price," so will NBC provide high-quality facilities to the long roster of network programs, whether in black and white or color.

The new center's assembly line arrangement of equipment and materials makes it possible for skilled craftsmen in construction, painting, properties and allied crafts to transform the scenic designer's sketches and plans into reality. The expansive assembling floor allows for greater flexibility of movement in production line techniques, resulting in increased all-around efficiency and economy.

The construction shop and painting areas are double the previous size and a 50-foot fully-automatic paint frame with two flying bridges has been installed.

The fleet of scenery trucks can roll right through the building to load and unload without loss of time. Truck facilities now can accomodate up to 12 trucks at once, triple the previous capacity. Over 7,000 truckloads of scenery, properties and the like are transported annually.

Another feature of the new quarters is a versatile kind of storage bin made of slotted steel angles which can be adjusted to house

TO MAR ANTA STA

The expanded of the entropy of the sector of the sector of the start from the expandence of the sector floor, which descentions of the sector will start to passerely an enlagatening glispsy date to the sector will start be passerely an enlagatening glispsy date to the sector will be the sector of an enlagatening glispsy date to the sector will be the sector of a sector of the sector of the sector.

Dest of all, for increase of faller of pointing editored th the non-quarties produced consets advistment for producements a was sade propieted toging pervise and toget product and the

Andt an Singui-Coomer chrimed to nave "oversthing of the boot suality, ad and at the lowest points," to will NET and vice high-quality the thir of the low multi of econds program. whether the busic on white or color.

The new senter has not of the surant ment of continent and anterials water it possible for addition craftement in contruction, painting, properties and a lite endite to transform the scenie doedges is stated an and plate into reality. The contactive assembling free allow for greater floidbilling of sevence in production line techniques, resulting in intraces all-around if production line

The construction with a since of as right and a could the end of 50-foot 1914 -as wette paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site from 191 - as a data paint for a site for a s

"An fleet of second one one roll right through the bodising to low and unload victors for time. The condition and movemble up to 12 trucks at each, triple the provider capacity. Aver 7,000 truck cash of conset, respecties and for like and tructrate a suitably.

Anathor feature of the ner corter I in versite that of

any size scenery or properties. Thousands of feet of these containers were erected to accommodate the tremendous library of sets and props which NBC Staging Services maintains for the production of shows varying from the most lavish color Spectaculars and NBC operas to lowbudget quiz shows and product commercials.

Each of the many thousand items is catalogued individually and filed by a code system which makes it possible for designers and shop personnel to know the exact location of any piece at a moment's notice. Nothing is allowed to gather much dust from disuse. A continuing process of re-checking and sorting makes it possible to ultilize the valuable library space for only those articles most in demand.

Still more improvements in the new quarters are printing machines for the instantaneous duplication of designers' sketches and floor plans at a speed five times faster than the old; enlarged costume and drapery sections for these ever-expanding services; improved facilities for repair and maintenance of lighting equipment; larger consolidated quarters for design, graphic arts and building personnel; new production conference rooms, and a complete sprinkler system for improved fire protection.

Activities are under the direct supervision of James Glenn, director of plant operations; Norman Grant, director of art and design operations, and Walter Giebelhaus, manager of scenic production.

____0____

NBC-New York, 12/6/54

W - Stauston Barvicos

any site memory or properties. The class of feat of these constructs wire oreared to accordance the true true or a set set and prop which NFC that he beautice wathing on a the properties of them and ing from the rest lavish enter spectrum regards to here budget guir shows and product commercials.

ison of the many thourand the sit cabable of 1. 1910 and 1 and filed by a cole system which muse it persible for a igners and shop percenter to much the analy includes of any piece at a noment's notice. Notaing is allowed to gate as with furt from the use. A continuing process of re-checking and thing and the boundle to withing the valueste librar space on the and the second shop demand.

Still more improvement is the new fractors are printing machined for the inforteness and initiality of contract electric a floor plant at appead five block fort the tota the old where of tume and diabety martions for the electron where we then the facilities for repair and mainteness of lighting under why large consolide of clarters for design, fronds arts and halfing percents rew production tenferance recurs, and a complete upsical or improved the protection.

Activities are under the first supervision of James Clean cirector o plant operations, for the Pret, Monterrol art and design operations, and Melter Clean (15, sendor of crucic process)

in the state of the



December 6, 1954

KRAFT FOODS TO SPONSOR 'TOM CORBETT, SPACE CADET'

쑸

쑸

Kraft Foods Company Confectionery Division of Chicago, for its caramel products, will sponsor the popular science-fiction program, TOM CORBETT, SPACE CADET, on NBC-TV, Saturdays, 11:30 a.m., EST, starting Jan. 1, 1955. The order was placed through J. Walter Thompson Company of Chicago.

The program starts on NBC-TV <u>Saturday</u>, <u>Dec. 11</u>, as part of a two-hour group of Saturday morning shows slanted for the younger set.

Now in its fifth year on television, "Tom Corbett, Space Cadet" features interplanetary adventures taking place in the year 2354. Frankie Thomas stars in the title role of the Earthman, with Al Markim as Astro, a Venusian.

STREET, STREET

C.:.

and the second second

1.

COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

(Dec. 12-18)

Monday, Dec. 13

☆

*

A SERVICE OF RC

8-9:30 p.m., EST - PRODUCERS' SHOWCASE presents "Dateline," with Fred Allen, Marian Anderson, Sid Caesar, Perry Como, Eddie Fisher, Martha Raye, Richard Rodgers, Carl Sandburg, Bob Considine, John Daly, H.V. Kaltenborn, Elsa Maxwell and other stars and noted journalists. The show celebrates the opening of the new Overseas Press Club Memorial Press Center in New York City, and also will honor the more than 80 correspondents who died while serving in foreign lands.

Thursday, Dec. 16

9:30-10 p.m., EST -- FORD THEATRE - "Portrait of Lydia" with Donna Reed, Robert Horton and Nan Boardman. The play revolves about two art students in Paris whose romance is touched by tragedy.

Saturday, Dec. 18

9-10:30 p.m., EST -- Max Liebman presents "Babes in Toyland" with Dennis Day, Jack E. Leonard, Bil & Cora Baird, Wally Cox, Bambi Linn & Rod Alexander and Jo Sullivan. A television adaptation of Victor Herbert's great operetta.

NBC-New York, 12/6/54

26

R C A PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

Alar I and the second and the second s

NBC RADIO TO BROADCAST BOSTON SYMPHONY CONCERT FROM U.N. GENERAL ASSEMBLY HALL, CELEBRATING SIXTH ANNIVERSARY OF DECLARATION OF HUMAN RIGHTS

A special concert of the Boston Symphony Orchestra direct from the General Assembly Hall of the United Nations in New York will be broadcast by the NBC Radio network to celebrat the sixth anniversary of the Declaration of Human Rights <u>Sunday</u>, <u>Dec. 12</u> (starting at 6:30 p.m., EST). Eelco van Kleffens, president of the General Assembly will speak briefly. The noted Viennese soprano Irmgard Seefried will be soloist.

The hour-and-a-half concert of the Boston Symphony will be directed by the orchestra's noted conductor, Charles Munch. He has chosen a program, international in its character, for this special occasion. The broadcast concert will open with the "Water Music Suite" by Handel as arranged by Sir Hamilton Harty. This will be followed by the brief remarks of the General Assembly president.

Miss Seefried will sing five selections, accompanied by the orchestra: "With Verdure Clad," from "The Creation" by Haydn; and "Aller Seelen," "Morgen," "Weigenlied" and "Staendchen," all by Richard Strauss.

The concert will be concluded with Hector Berlioz' "Fantastic Symphony." Its five movements are: (a) dreams, passions; (b) a ball; (c) scene in the meadows; (d) march to the scaffold; and (e) dream of a witches' sabbath.

NBC-New York, 12/6/54

1850 RADO DO ERO LOMBE LO LOMO EL CLOREFICE ERAL U.H. CENELAR, CERENEL E LERIE, OFFERTATION FILTE AN. VEREAR OF DECEMENT IN FURAN FLORES

A powerst converse of the British paghaness have iter inet but the decent history half of the British Markons to Mow York will be every by the DDD Fedie memory to estable a choraction and any of the evertime of Hough Problements is a choraction at 150 mm, Fr). Follo an Kiercare province of the constant at 150 mm, Fr). Follo an Kiercare province of the constant at 150 mm, Fr). The octed Viercare apprents international at 150 mm, Fr).

The house and a build concerts of the Boulds' pany will an observation of the systematical and the advance of which we want the car asserve to again the mutiforal in the ordered of the coosial advances of a bind dist requery will open with the "stop Mane and or "arosi of around dist requery will open with the "stop Mane and of "arosi of a constant by the formation farity, the wall to follower by the tells represent." The General Allowed by product only

1 Soctor 111 and 111 and "ave relevatence of oncation or the order that "hab Verters Class" from "the Odernlan" by Earlie at "the desired" "Morgans" "detremines" and "Droenteles," the transland Teached.

Ine compare will be der freed mich Laure forlich "serverite Sympology," I a fivo merumenta des (a) va a proc**ions** tol a talls (b) reput to the merices (d) mich of there also at ad for creat of a western' seta for.

-100000--001-

100-800 TORS . 1998-000



BESPECTACLED DAVE GARROWAY JOINS 'BABES IN TOYLAND' SPECTACLE AS A 1954 VERSION SANTA CLAUS ON NBC-TV SATURDAY, DEC. 18 (9 TO 10:30 P.M., EST)

Dave Garroway, complete with his heavy-rimmed glasses, will be a 1954 version Santa Claus when he stars in the <u>Saturday</u>, <u>Dec. 18</u> Max Liebman Spectacular, BABES IN TOYLAND (NEC-TV, 9 to 10:30 p.m., EST). In the role of a department store Santa Claus, Garroway departs from his usual role of "communicator" familiar to viewers of his NEC-TV "Today" show.

In addition to Garroway, two other members have been added to "Babes in Toyland" cast. They are A. Robbins Jr. and Karin Wolfe.

Victor Herbert songs to be presented during the "Babes in Toyland" production include "Hail to Christmas," "Toyland," "I Can't Do the Sum," "The Song of the Poet," "Castles in Spain," "Don't Cry Bo-Peep," "Military Ball," "Go to Sleep" and "March of the Toys."

The program, in compatible color, may be seen on standard receivers in black and white. Nielsen surveys indicate that NBC Spectaculars are seen by an average of 31,000,000 viewers.

NBC-New York, 12/6/54

Alter of the second s

'100 MILES OF DIMES' IS GOAL OF DR. FRANCES HORWICH

IN NOVEL 'DING DONG SCHOOL' APPEAL FOR POLIO FUND

"A Hundred Miles of Dimes" will be the December goal of Dr. Frances Horwich, the Miss Frances of NBC-TV's DING DONG SCHOOL.

Spearheading a drive to collect over \$500,000 as the contribution of the country's nursery-school of the air to the annual January polio fund drive, Miss Frances has announced plans to solicit "A dime from each member of your family" from her millions of small-fry fans. Several times a week during the month of December, Miss Frances will remind the tots of the dime campaign, and will show on the air the huge role of transparent tape on which the dimes will be fastened, one to the inch.

"Our goal of 'A Hundred Miles of Dimes," Dr. Horwich says, "would provide more than \$600,000 to aid the fight against polio. Also, taking part in this campaign can be an extremely worthwhile experience for my pre-schoolers, showing that their school can help, just like the fund drives carried out in older brothers' and sisters' classrooms."

Miss Frances has asked that all contributions be sent to "Polio, Box 7766, Chicago 80, Ill."

----0-----

BARRY WOOD TALKS ON COLOR TV AS ADVERTISING MEDIUM

Barry Wood, NBC color coordinator and director of Special Events, addressed the annual meeting of the Public Utilities Advertising Association at the Hotel St. Moritz, New York, on Friday, Dec. 3.

Mr. Wood explained the advantages of color television as an advertising medium and illustrated his talk with color kinescopes of NBC color productions.

____0 ____

NBC-New York, 12/6/54

SHIP POUR CT

ATTEND DURING LARD NO AND AN INTERPORT IN DURING WALL

The work of which have polyced, should not found which

Moult provide inter a fact of factors of in all fact files of " inter somethy and, woult provide inter (addition) is all fact file addition data backing much in this manualize or to an other bills worklowicks questioner for so provide the fact or the SERV viet or to a file the two out set for the fact for the server of the SERV viet of the fact control of set for the fact of the fact of the fact of the data control of set for the fact of the fact of the fact of the set of the two out set for the fact of the fact of the fact of the set of the fact of the set of the fact of the set of the fact of the set of the fact of the set of the fact of t

Him routes has about the state of a contribution of a sent me

THE T MAL STUSYIN OF YE READ NO COULT GOOD TONL

Exception is an order concentration and of mining of Provide Advantation and an inclusion of Provided Advantation and a second and a

An antialant and an Inter second in the second of the offer off

NBC-TV NEWS

NEW TECHNIQUE OF ELECTRONIC FILM EDITING ON 'BACKGROUND'

MAKES FOR A BETTER SHOW AND CUTS PRODUCTION COSTS

A revolutionary process which involves television camera closeups, dollies and pans of a rear-screen projection is achieving superior results and saving money, too, in the NBC News Department's BACKGROUND studio these days.

"Background," which appears on NBC-TV at 5:30 p.m., EST on Sundays, is an interpretive reportorial show which involves the complicated and time-consuming process of sending crews into the field.

The new process, called electronic film editing, cuts time by nearly 40 per cent and can save from \$2,000 to \$3,000 a show, according to producer Ted Mills. It was devised by director John Goetz and NBC lighting engineer Walter O'Meara.

What it involves is this: The field camera crew makes a general shot including the principals and the background. This shot is projected on a screen from the rear and the studio camera, under Goetz's guidance, then moves forward and backward and sideways to pick out the desired closeups and angles.

Says producer Mills of his new process: "It's an enormous simplification and improvement in editing. We can get composition, impact and mobility that would be almost impossible for a field crew to get.

"Furthermore, it doesn't take up so much of our amateur performers' time. We spent from 6 p.m. to 5 a.m. shooting Val Bjornson in his home when he was the Republican candidate for senator. If we had perfected our electronic film editing process then we could have been done by midnight."

The process was used on the recent Detroit automobile industry show done by "Background." The show opened with a long shot of the interior of a bus, then moved the viewers through the bus to show newsman W.W. Chaplin interviewing various passengers.

Actually, the camera remained in the same place at the back of the bus throughout. The panning through the interior was all done in the studio by director Goetz.

NBC-New York, 12/6/54

180-191-080

IGN PERSONAL OF LILLOW SOLTO FILM SOLTING OFFICIENS SHOULD

A movolu towary process shu b involution tehrorises and bacenes, wolld a card pure of a care - someab brockers the a lister of a neorical would a substance has for the line deriver have for solid why suptiments take tays.

"Bodre stad" much and are all fieldy is 30 parts, and an un byc, is an internative reparently and this and it is a first and strated and three consents reaces of sending dreven the che field. "The few much, column to transfer itilm officient and

w meaning %0 per class religions and from \$2,000 %5 %5,000 % short not need to to prota to %1. Million for measing by Simmerch 12AB %000 where is Signalong to the law matter Office and where is Signalong to the law matter Office a

the second of the second with a second second of the

concert the transling the principal of the beling burnt. Sure about a regleased on a reach train the rear solution of the cancels, and a locate numbers, then moves correct and balls will be ready to the out the depired about out and chilles.

Says produce 51133 of the new product "It's on ended implified ton tensor acts in collecting. We can get upaperialor, poper and mobility that to 11 for simplified for a fight neow so give

"Furthermore if docute entered to induit de contraten enter formers' time. A spect from b end. US 5 d.a. shooting Vel Ljournon In all bane when he due the Aspublication cloud of the simulation. If we had parse for dam electropic film diffic (forests find to colf nucut signe of algre.

The conversion of an around the structure of an and a second of a second o

Autority, the canade really for the Lemon floor a file land of the bur the-Arganity, the normal chimes of the line for a file of a stated on alm cher locks.

Mar I have well and the

NBC TRADE NEWS

×

DOUBLE CORONATION FOR 'TONIGHT' SINGERS There's a touch of royalty to Steve Allen's TONIGHT show this week (NBC-TV, Monday through Friday, 11:30 p.m. to 1 a.m., EST).

Pretty vocalist Pat Marshall will be crowned Queen, and singer Andy Williams the King, of the Varsity Drag at the New York University School of Commerce Varsity Drag on Dec. 10. Andy and Pat often work as a singing duo on the late-night comedy and music show, but this will be their first extra-curricular appearance as a team.

The King and Queen of the Varsity Drag were selected by 10,000 students.

WLW-D'S 'HEADLINE HUNT' TV PROGRAM IS CITED IN AWARD BY FOREIGN POLICY ASSOCIATION TO DAYTON COUNCIL

An "education plus entertainment" TV program carried on a sustaining basis by Station WLW-D, NBC affiliate in Dayton, Ohio, was cited in a \$1,000 community award present to day (Dec. 6) by the Foreign Policy Association to the Dayton Council on World Affairs for its use of TV in popular education in world affairs.

"Headline Hunt," one of the Dayton Council's community projects, is a contest show involving two teams of three students each and a moderator who presents visual clues.

The award, established for the "most significant contribution to citizen education in world affairs," was announced in New York by John W. Nason, president of the Foreign Policy Association. John D. Yeck, chairman of the Dayton Council on World Affairs, accepted the award on behalf of the Council.

____0

NBC-New York, 12/6/54

TELLED TRADERS AND THE TOTAL COMPANY AND A STREET AND A S

4 Constraints for the second constraints of the second constraints for the second constraints for

"newarine South," con set to style or noot! " commonity anddealers is a contact incontrain to the second of the second of a a moreful who presents then all all of

The solution second control of the second control limit from any list of the solution of the s

ACTION AND A MARKED AND A STOCK

Gian Carlo Menotti's poignant opera, "Amahl and the Night Visitors," again will be presented by NBC-TV on the "Hallmark Hall of Fame," Sunday, Dec. 19 (5 p.m., EST).

The cast will be the same as last year with Bill McIver, boy soprano, in the title role and Rosemary Kuhlmann, mezzo-soprano, as the mother. Thomas Schippers again will conduct. The three kings also will be played by the same men who have appeared in all of the NBC productions of the work: William Aiken as King Melchior, Leon Lishner as King Balthaser, and Andrew McKinley as King Caspar.

Francis Monachino again will be the kings' servant. The three dancing shepherds will be John Butler, Glen Tetley and Felicia Conde, who also appeared in the production on NBC last season, with the choreography by Butler.

The production will be presented as originally conceived and directed by Gian Carlo Menotti, who composed the score and wrote the libretto. Eugene Berman's celebrated settings and costumes will be used. Kirk Browning will direct the presentation, which is produced by Samuel Chotzincff, with Charles Polacheck as associate producer. (more)

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

the second president and an an an an an an an and the second s Menotti's tender opera about a little crippled boy who is miraculously cured when he offers his crutch to the three kings, to be taken as a gift to the Christ Child, has in a few years become a Christmas classic. The opera was written by Menotti on commision from the National Broadcasting Company, which had previously commissioned him to write an opera for radio: "The Old Maid and the Thief." "Amahl and the Night Visitors" first was presented on Christmas Eve in 1951. This will be its fifth presentation on NBC. The role of Amahl was originally sung by Chet Allen, who outgrew the part after two performances. Bill McIver has sung in the two subsequent performances on NBC.

"Amahl and the Night Visitors" has been presented in hundreds of live performances in cities throughout the U.S. and in many European countries. Wherever it has been given, it has met with tumultuous acclaim.

The Columbus Boychoir of Princeton, N.J., will share the "Hall of Fame" program. The opera runs about 50 minutes, and the choir will round out the time period with a program of appropriate Christmas music. Herbert Huffman is conductor of the choir, from which Bill McIver was chosen for the role of Amahl. Chet Allen also had been in the choir, as were many of the other "Amahls" who sang the role in the New York City Opera Company.

NBC-New York, 12/7/54

1000 - 5

N. Stiffs construction, 1990, 199

"Limital of higher Vissions" (Finither Vissions) arras of higher Freedomics of Laster Vission, active for the second of the Suropern enumerical Wildows if the Norther Transition of the second for suralfeering and for

- - - <u>1</u>

Revis Yor Israel

LIGHTING OF ROCKEFELLER CENTER YULE TREE TO BE TELECAST ON 'HOWDY DOODY' WITH CLARABELL AND STEVE ALLEN ON HAND

Clarabell, lovable clown of the HOWDY DOODY show and Steve Allen, bright star of TONIGHT both on NBC-TV, will join hands to throw the switch that will light Rockefeller Center's 22nd annual Christmas tree <u>Thurs-</u> day, Dec. 9 (5:45 p.m., EST).

The tree was moved into place Monday, Nov. 29, and workmen began stringing the 2,000 bulbs that will be in place and ready to burst into holiday color on Thursday. They will remain burning until the tree is taken down Jan. 2.

The lighting ceremony will be televised on the "Howdy Doody" telecast (NBC, Mondays-Fridays, 5:30-6 p.m., EST) as it takes place and thus the more than 25,000,000 youngsters throughout the U.S. who witness the show daily will be able to see the festive event coming from Rockefeller Plaza.

NBC-New York, 12/7/54

DOTA BULLES THE

Defaile P of Los Los Los Control Los Dour Po PATTRAT

Provide the second second

The three the process born given account, doys 75, and workness began its orders to birds botton lines with the replace and ready to correct into initially with a manulage they with reacts correcting would the bree in tweet dows don. 9.

Man and and the second

NED LOCKE STARS AS CAPTAIN HARTZ ON TV SHOW

Ned Locke, popular Chicago TV actor, is now the star of NBC-TV's CAPTAIN HARTZ AND HIS PETS, seen <u>Sundays</u>, 12 noon-12:15 p.m., EST.

Locke's role is that of an airline pilot who collects interesting pets in his overseas travels and tells his teen-aged friend, Jerry Garvey, about them. In real life, Locke is a flier and aviation expert and for some time had his own program, "Uncle Ned's Squadron," telecast over WNEQ, Chicago. He replaces Tom Mercein as Captain Hartz

In addition to his work in TV, Locke has been director of the Iowa Aeronautics Commission since 1948 and has been a professional actor since age 15. He lives in Des Moines, with his wife and two children, and commutes by air to Chicago.

"Captain Hartz and His Pets" is produced in Chicago for Hartz Mountain Products of New York, makers of bird seed and pet food.

BEN GRAUER TO BE MODERATOR OF 'WHERE HAVE YOU BEEN?'

Ben Grauer, NBC news commentator, tackles a new assignment this week when he steps in as moderator of the new NBC Radio travelquiz show, WHERE HAVE YOU BEEN? (Thursdays, 9:30 p.m., EST). The regular panel includes Sylvia Lyons, Peggy McCay, Morey Amsterdam and Horace Sutton.

NBC-New York, 12/7/54

man / was started with the second wards with

A THE REAL PROPERTY AND AND ADDRESS OF THE AND ADDRESS ADDRESS

internation and a state to an electron with the common of the time internation of the state of the state of the time of the time of the time internation of the state. If the state of the time of the time of the time of the time of the state of the state of the state. The state of the time of the time of the state state of the state state of the stat

and a broom of the first instance of a bird of the second state of

the second se

inter have been and the second the 9 well that a state of the second sec

O MOREN TON THAT COUNTY OF THE PROPERTY OF OF THE PORT AND

interior at it water it is to it is to it is an it is an it is an it is an it is a second of the second of th

TATION INTO A MANAGER



President Eisenhower's holiday message to the nation as he lights the tree that stands on the Ellipse opposite the south lawn of the White House ... Midnight Mass on Christmas Eve in St. Patrick's Cathedral in New York ... a Christmas Day service in the National Cathedral in Washington ... the annual performance of Gian Carlo Menotti's magical "Amahl and the Night Visitors" ... A Spectacular revival of the Victor Herbert operetta, "Babes in Toyland" ... a Robert Montgomery production of Dickens' "David Copperfield" in two parts ...

These are only a few of the holiday highlights in NBC Television's observance of the Christmas season.

Following is a roundup of the Christmas features (all times EST). Additional details about these (and other) holiday presentations will be announced soon.

(more)

There are an a set of a set of the set of th

SUNDAY, DEC. 12

1:30-2 p.m.

FRONTIERS OF FAITH -- The noted ballad singer Burl Ives and the Columbus Boychoir of Princeton, N.J., offer music for the Christmas season. The Very Rev. Dr. James E. Pike, dean of the New York Cathedral of St. John the Divine, will deliver a seasonal message, "The Christmas Gift." Ives will sing "Fum, Fum, Fum," "Christmas Candles," and "O, Holy Night." The Boychoir will be heard in "Jingle Bells," "Carol of the Birds" and "We Wish You a Merry Christmas."

MONDAY, DEC. 13

11 a.m.-12 noon HOME -- Author Howard Whitman offers the first in a series of five talks on "The Life of the Bible," a consideration of its history, language, wisdom and inspiration; Victor D'Amico, director of the Museum of Modern Art in New York City, and Mrs. Moreen Maser, art teacher affiliated with the museum, guides children in the how-to's of making Christmas cards, decorations, wire "drawings" and paintings; Don Craig Octette sings holiday music; Christmas gift suggestions for pre-teen girls, age 10-13.

TUESDAY, DEC. 14

7-9 a.m. EST & CST	TODAY Display of luxurious holiday gifts, including some of the most ex- pensive and fantastic on the market.
ll a.m12 noon	HOME Holiday features include "Life of the Bible," with Howard Whitman; Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art; Christmas party suggestions for teen-agers; gifts for pre-teen boys, age 10-13.
8-9 p.m.	BUICK-BERLE SHOW Milton Berle plays a department store Santa Claus, with assistance from guest star Janet Blair,

and regulars Smith & Dale, Arnold Stang,

and Nancy Walker.

B. DEC. SICHUP

19997. 52- 11

1. The second se

Notifies of Prefit = 200 not content of the content of the 2000 not content the content of the 2000 not content not the content of doing the 2000 "Chile content of doing the 2000 "Chile content of content of the 2000 "Chile content of content of the 2000 The content of the 2000 The content of the content of the 2000 The content of the content of the 2000 The content of the content of the content of the 2000 The content of the content

ST . Welling

White -- Multic Boyar (Figure Clere C

JE . MA . MACHINE

1-9 2.18. 1977 - 667

e la serie de la

Surger Harden Broth La Cal

intermediate op flattered and une "bille of a legent webh-Howled Antages: Child on's a the contract file of an elegent to a the contract file of an elegent a the contract for the contract of the a proved of on a for the contract of a proved of on a for the contract.

ATTAR - Contract Line, And Holiday

ship and the reason of the more ca-

LINE PRATE CLOW -- Million Borro 11 19 LINE FURL - CON -- Million Borro 11 19 LINE FURL - CONFERNITE STOLE FILLS, ANTE FURLY MULLOR, 2016, 20101 (2020), MULLOR, MULLOR,

WEDNESDAY, DEC. 15

11 a.m.-12 noon HOME -- Holiday features include "Life of the Bible," with Howard Whitman; Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art, New York; the Don Craig Octette in Christmas songs; gifts for grandma; holiday menu suggestion by Chef Phillip; Mrs. Sherman Hoyt, dog breeder and trainer, gives tips on how to buy a dog for Christmas.

THURSDAY, DEC. 16

11 a.m.-12 noon HOME -- Holiday features include outdoor Christmas decorations by garden editor Will Peigelbeck; gifts for grandpa; Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art, New York; Christmas songs by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.

FRIDAY, DEC. 17

- HOME -- Holiday features include Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art, New York; "The Life of the Bible," with Howard Whitman; gifts and ideas for Christmas parties for boys and girls, age one to 10.
- 5:15-5:30 p.m. CHRISTMAS MESSAGE TO THE NATION FROM PRESIDENT EISENHOWER telecast from the annual tree-lighting ceremonies from the Ellipse opposite the south lawn of the White House.-- A mixed chorus and the U.S. Marine Band will offer a selection of Christmas carols.

8-8:30 p.m. JACK CARSON SHOW -- Jack Carson reminisces about last year's Christmas in Mexico and shows film inserts of his Christmas holiday there. Dennis O'Keefe will be guest. Connie Towers will sing "White Christmas."

(more)

1000 C1- 2.0 Ct

summer in the local data

andre Maren Chart

north and the second of the second se

YOL, MILLIN

12-1 - 20-1 - 20-1 - 20-1 - 20-1 - 20-1	in the second second
There is a provide the second of the second second	
12000 men Least /	
Grandy Tribes" slout out to will soll	
the second s	
THE POLY AND	

dellement dellement delle control delle control dellement del

A second

SATURDAY, DEC. 18

10:30-11 a.m.

9-10:30 p.m.

10:30-11 p.m.

1:30-2 p.m.

2-2:15 P.M.

PAUL WINCHELL AND JERRY MAHONEY SHOW --The Jerry Mahoney Club plans a Christmas party for needy children.

BABES IN TOYLAND -- A Max Liebman Spectacular, presenting a TV adaptation of Victor Herbert's famous operetta. With Dennis Day, Jack E. Leonard, Bil & Cora Baird, Wally Cox, Bambi Linn & Rod Alexander, Jo Sullivan, and Dave Garroway as a 1954 version of Santa Claus. Victor Herbert songs will include "Toyland," "Hail to Christmas," "March of the Toys." (The program, in compatible color, will be seen on standard receivers in black and white.)

YOUR HIT PARADE -- Christmas fantasy featuring a gala ice-skating sequence on the rink at New York's Rockefeller Center and closing with the entire company singing "O Holy Night" under the Christmas Tree beside the rink. Company includes vocalists Dorothy Collins, Gisele Mac-Kenzie, Snooky Lanson and Russell Arms; Raymond Scott and his orchestra; the Hit Parade Singers and Dancers; skating guest artists.

SUNDAY, DEC. 19

FRONTIERS OF FAITH -- "A Nickname for Igor," a drama by Albert and Lois Crews about a family that settles in Iowa after a long period in Displaced Persons camps in Europe. (Presented in cooperation with the National Council of Churches).

NO ROOM IN THE INN -- Talk by Bishop Fulton J. Sheen, national director of the Society for the Propagation of the Faith and Auxiliary Bishop of New York, speaking in support of aid for the Society's world missions.

(more)

CONTRACTOR VI-

。如¹¹¹ 《<u>那些</u>的新教室》,如此为众

Bar a standard and and and and

AN CAU WINCHELD AND JERNY WARGARY ENDY - Party Di Gney (Club pi - A CHILING L , party for plong dhildren.

ABES 10 TOO_MLD -- A Max Liebman Spectroniae, fire entities if aa.at then of vircer contents firmus operate. With D rear . Back E. Leonard, M Good Poi . Waity dry, Bambi Tier a fir Attionter. Jo Saityan, and Dry Carton A Literry con Filanta Guue. Vieter I rear too, Filianta Guue. Vieter . Thail to Christian Tade 'Toving'. (The represtd reactives the tox so (Sond o ptermetd reactives the black so (Nord).

Note Fig PyRADT == Chaitemar fundary destricts a gaud for a state or end first of an for a modular a state and for the first of the first and the and for the first of the first and and for the first of the first and reclipte in the formation and factor wat formed with and his ord factor is formation.

PL DIC TAIMP

PRODUCTIVE CE PAITE -- "A Michaemo "A Trata" of and by all top dents in Const contract muly there below in low are molecty porter in Diracles Parona where in Close (Enconstration voie or Flow white the Mathemat Council or Conceles).

(a) For a 13 THE LN. -- Salk of Right. We for J. Strengt and and literatory of the active for the new sectors of the active for the new forth. A the LA apparator article the South, a said a scane.

. D. 1 1 - 0 - 10

. M. q Derne

.r.e 11-00:01

10.0 S-02:1

9-0:15 P.M.

SUNDAY, DEC. 19 (CONT'D)

4:30-5 p.m.

5-6 p.m.

10-10:30 p.m.

his mother in this annual Christmas production of the Gian Carlo Menotti opera. THE LORETTA YOUNG SHOW -- "Time and Yuletide," drama starring Loretta Young as a young woman who makes a Christmas happy

ZOO PARADE -- For its annual Christmas

Chicago's Lincoln Park Zoo, reads to the zoo animals from his picture-story book, "One Magic Night," legend of the animals who were given the power of speech on Christmas night. Animal members (mostly simian) of the show's roster of stars will perform a pantomime version of "A Visit from St. Nicholas," while Perkins

telecast Marlin Perkins, director of

reads the familiar story for them.

HALLMARK HALL OF FAME presents "Amahl

and the Night Visitors" -- Bill McIver portrays Amahl and Rosemary Kuhlmann is

MONDAY, DEC. 20

11 a.m.-12 noon HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.

for a group of old folks.

9-9:30 p.m. MEDIC -- "Red Christmas," drama of the tragic outcome of a Christmas office party at which the principals have too much to drink and wind up in an auto crash. (The message of caution and safety on the highways is implicit throughout the story and receives its most insistent statement in the dialogue which takes place outside the operating room between a doctor and the driver of the accident car).

9:30-10:30 p.m. ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM -- "David Copperfield" (Part I), a TV adaptation of the Charles Dickens classic with Rex Thompson as David the boy. (The second and final part will be telecast Dec. 27).

(more)

11	"T. O	1 1	٣	4 .3		
1	the second	P . I			Ψ.	

1 2.m.-1.1.00 Could to a Shopein: To State 1, in Ton Oralg Orbette: "The alfest of the Could, " With Noward Waith and."

9-9:30 n.m. teucie ontor us of s Christians offices to teucie ontor us of s Christians offices to thich the principals pays to in the definition that up is an opto croat. (nessays of eaution and satety on the ich precives its anation and satety on the ich precives its most in three term to us a start of the option of the store of the second to and the second of intended of an option of the revenue for a second to an the office of intended of an option of the term of the action of the option of the term of the action of the option of the term of the action of the option of the option of the term of the action of the option of the option of the term of the action of the option of the option of the option of the term of the action of the option of the option

(cross)

TUESDAY, DEC. 21

- 7-9 a.m., EST & CST TODAY -- Filmed report on J. Fred Muggs' visit to the North Pole, -- North Pole, N.Y., that is.
- 11 a.m.-12 noon HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.
- 9:30-10 p.m. ARMSTRONG CIRCLE THEATRE -- "Ring Twice for Christmas," a comedy by Jerome Ross about a pair of crooks called upon to play Santa Claus at a party in a wealthy home.

WEDNESDAY, DEC. 22

- 7-9 a.m., EST & CST TODAY -- Representatives of the Protestant and Catholic faiths will deliver Christmas messages.
- 11 a.m.-12 noon HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.

THURSDAY, DEC. 23

- 11 a.m.-12 noon HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.
- 9-9:30 p.m. DRAGNET -- A special Christmas drama filmed in color, first presented last year, dealing with the theft of a figure of the Christ Child from its cradle in a Nativity setting at a church altar on Christmas Eve. Detective Sgt. Joe Friday (Jack Webb) and his partner Frank Smith (Ben Alexander), assigned to the case, make every effort to find the culprit and return the cherished religious object before the morrow's Mass.

FRIDAY, DEC. 24

7 a.m.-9 a.m. (EST and CST) TODAY -- The Boys' Town Choir will offer Christmas music in a live pickup from Omaha, Neb.

(more)

and the second second second second

Contraction of the local data

- Telef and a state of the second of the second state of the second

SE Jac Jon Toles

25 Contraction of the

1 5 C. X. 1237

(TE and CET)

M. 0 CE 12-2

 $(-\infty)$

FRIDAY, DEC. 24 (CONT'D)

11 a.m.-12 noon HOME -- Special Christmas show.

- 7:30-7:45 p.m.
- 12 Mid.-1:45 a.m.

COKE TIME STARRING EDDIE FISHER -- Music for Christmas sung by Eddie Fisher and by the Tuskegee Institute Choir.

MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL, New York City -- Pontifical Midnight Mass from the nationally famous Catholic church on Fifth Avenue, New York. Midnight mass, said "in nocte" (during the night), is one of the three Proper Masses of the feast of Christ's Birthday. His Excellency the Most Rev. Joseph F. Flannely, Auxiliary Bishop of the Archdiocese of New York and administrator of St. Patrick's Cathedral, will offer the Mass. The Rev. Edwin B. Broderick, secretary to Cardinal Spellman, will deliver the sermon.

CHRISTMAS DAY, SATURDAY, DEC. 25

- 10:30-11 a.m. PAUL WINCHELL & JERRY MAHONEY SHOW -- The entire cast takes part in a production of Knucklehead Smiff's version of the Dickens "Christmas Carol."
- 11 a.m.-12 noon CHRISTMAS DAY CHURCH SERVICE FROM WASHING-TON CATHEDRAL, Washington, D.C. -- Telecast of the regular church service (Protestant Episcopal) from the Cathedral. Dean Francis B. Sayre Jr., minister, will officiate.
- 2:45-5:30 p.m. BLUE-GRAY FOOTBALL GAME -- The annual football game played in Montgomery (Ala.) Crampton Stadium, -- an all-star game with selected players from universities north and south of the Mason-Dixon Line. All profits are distributed among the associated charities of Montgomery, which care for the crippled children and blind of all races.
- 9-9:30 p.m. IMOGENE COCA SHOW -- Imogene will play a street urchin in a holiday fantasy.

(more)

ICUTION OF A CARACTERS

- at the sufficient of these and the solution of the state of
- j:jO-reb_p.m. COUS MINE STARAIN FR.DT IF 46.6 -- Wolds for Authority Starain at 500 fat Robits at 1.60 bit cont.

THE PLANTER WAR FAMILY OF

SATURDAY, DEC. 25 (CONT'D)

9:30-10 p.m. TEXACO STAR THEATRE -- Donald O'Connor and the Mitchell Boys' Choir will sing Christmas carols. Donald's songs will include "Christmas Can Be Every Day."

10:30-11 p.m. YOUR HIT PARADE -- Christmas themes will be featured in each of the program's musical segments.

MONDAY, DEC. 27

9:30-10:30 p.m.

ROBERT MONTGOMERY PRESENTS THE AMERICAN TOBACCO THEATRE -- "David Copperfield" (Part II), the second and final installment of a TV adaptation of the Charles Dickens novel.

NBC-New York, 12/8/54

The stand was stored at a st

al and it is a structure of the

- DESCH QUELERS STATUTE CONTRACTOR DESCRIPTION OF CONTRACTOR OF CONTRAC

9:SCE2019(Detail Print Control Print Control PERSENT Control Print Print

y age of an an only the s

1- 13 at all a 11 - 23 A



December 8, 1954

A group of major program sales and renewals on the NBC-TV network were announced today by Edward R. Hitz, Vice President in charge of Television Network Sales of the Central Division, Chicago.

International Shoe Company, through D'Arcy Advertising, contracted for sponsorship of the DING DONG SCHOOL program (10 to 10:30 a.m., EST) on five consecutive Tuesdays beginning March 1, 1955. Richard Campbell is the NBC Chicago account executive.

C.A. Swanson and Son (foods), through Tatham-Laird, will sponsor the fourth quarter of the annual Cotton Bowl telecast on the NBC-TV network Jan. 1. The game is scheduled to start at 1:45 p.m., EST. Angus Robinson is the NBC Chicago account executive.

Hallmark Cards, Inc., through Foote, Cone and Belding, ordered a 52-week renewal of the HALL OF FAME telecast, 5 to 5:30 p.m., EST, Sundays beginning Jan. 2. Richard Campbell is the account executive.

Kraft Foods Company, through J. Walter Thompson Company, has renewed the KRAFT TELEVISION THEATRE, Wednesdays, 9 to 10 p.m., EST, for 52 weeks, effective Jan. 5. Robert McKee is the account executive.

An order for one participation per week for seven weeks in the TODAY, HOME and TONIGHT programs was received from Sealy, Inc., through Weiss and Geller, Inc. The participations begin April 11, 1955.

----0----

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

and a second second

A second control of the second we determine the second seco

settem and a state a state deversion of the settem of the state of the bound of the state of the state of the s the state of the state state of the state of the



 December 8, 1954

 *

 NBC'S 'TODAY' AND 'TONIGHT' TO VISIT MIAMI;

 'HOME' WILL TRAVEL TO CHICAGO, SAN FRANCISCO

 Many Features Planned for Distant Originations

 *

 *

THT hits the road in January.

TODAY, HOME and TONIGHT will move bag and baggage to other cities in January -- "Today" and "Tonight" to Miami Beach, and "Home" to Chicago and San Francisco, according to Richard A.R. Pinkham, NEC's Vice President in charge of Participating Programs.

"Today" and "Tonight" will be telecast from Miami Beach, and "Home" from San Francisco between Jan. 10 and 14, inclusive. "Home" will get an early start in its travel program Jan. 3, when it begins a week's telecasting from Chicago.

All three shows expect that the change of locale will give the programs a fascinating "lift" out of usual surroundings and will heighten audience interest.

"Today" and "Tonight" actually have another good reason for going to Miami Beach. This is the 40th anniversary season of that community as the Winter resort capital of the nation.

Plans to move the staffs of all three programs are already in motion, according to Mort Werner, executive producer of the participating programs. "Today" and "Tonight" combined will send 80 people to

(more)

(Contraction of the set of the

Prove the second of the second of the second of the second of Second the second of the second field of the second of the SEC second second of the second of the second the second of the second the baladant free subsecond of the second of the second of the second the baladant free subsecond.

All three shows track that the change of loosite will give to provide a fescinguistic first of at the provident feed will sight on sufficient increased.

(a) and (b) and (b)

2 - "T-H-T"

Miami, mostly in shifts, beginning with technical personnel, followed shortly by feature writers, and with the rest of the crew, including Dave Garroway, Steve Allen and other talent, leaving New York after the Jan. 7 programs.

The 80 people involved comprise about one-half of the regular operating staffs of "Today" and "Tonight."

"Home" has divided its staff into four groups, one for Chicago, one for San Francisco, one for New York and a fourth, including Arlene Francis and the rest of the talent, travelling as the onthe-air schedule demands.

So, excitement reigns in the THT group. Everyone is making lists of things to do and things to take. With Christmas so close at hand, and all those lists flying around, friends and families of THT-ers shouldn't be surprised if they wind up with "Today's" weather map, "Home's" pots and pans, or "Tonight's" salami underneath the Christmas tree.

Being also the Winter entertainment capital, Miami Beach is an especially advantageous location for "Tonight" and gives the show an almost unlimited number of headline personalities for the late evening variety show to draw from.

As for "Today," Jan. 14 is the show's third birthday and for such an anniversary a week-long celebration seems in order.

For both shows, the set will be the Sea Isle Hotel and the backdrop all of Miami Beach. Both shows will be telecast from out of doors, rain or shine...with special arrangements for cover being made in case of rain.

Hand, anardy in differ, legionizer with secondar paramet, followed shortly by entry without, and sime an area of the and installed ave Gairon ... Steve 324 a and at an brief, leaving Heb York after we find the

The displayed intel as examined about an electric of the spectrum of the spect

"Brow" had driving its - 21 lits four scoupe, one for nicego, one for dan Lugaries, and for Nar York and a Fourth, include ng Arlene Franska and the reat of the folent, bravelling as the onne-arr semonic demond.

20, ordinant raiges in the PRT prop. Everyone is melding ists of things to so and differ to beb. . Ath Ohnistan, and older at and, and all those lists "Pring around the matched and fulles of TRT-er houldn't be supprised if they and the state of the day. Homo's " pote and part, or 'Berget's' gal at coorders on the Christian rou.

Pethe She the Conternation of Marker and Pethen and Anth, Mark Lease do a copecially adventageous levelled of "Trangle" en group the should a almost unlimited number of her firm prophylitic for the late ening veriety show to the from from

A for "To wy " Jan. 1 is at chowle third another and for

For both shows the set will be the Thur Horfl and the holdrop all of Marad Acres. Buch shows will be tole an art of or a, rain or shine...vill special even when for over reing rule has of rain. "Home" producer Richard Linkroum says the show will begin its Westward trek with a week-long series of telecasts from Chicago beginning Jan. 3. After the Jan. 7 show, during which there will be two live remote features from Milwaukee, "Home" will pack up again and head for San Francisco and the Jan. 10-14 origination. In all cities, "Home" will concentrate on local architecture, decoration, cooking, recreation, and other topics related to the community.

----0-----

NBC-New York, 12/8/54

7-0-27 - 1

"The " stoken field of field of field of field of the destriction with and a sector of the site of the field of the source of the contrasts into a stoken a source is a field for a field of the source of the field of the source of the source of the field of the source of the s

10 ' 37 . 2 M. M-S-

BGCOLOR TELEVISION NEWS A SERVICE OF RCA

GREATS OF SHOWBUSINESS AND JOURNALISM JOIN TALENTS FOR "DATELINE" COLORCAST ON "PRODUCER'S SHOWCASE," DEC. 13 ON NBC-TV FROM 8 TO 9:30 P.M., EST

R-20

"Dateline" will be showbusiness' gala salute to the new Overseas Press Club Memorial Press Center in New York, in a three-act, 90-minute compatible color Spectacular to be seen on PRODUCERS' SHOWCASE Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST).

In the cast of "Dateline," which will also honor the more than 80 foreign correspondents who lost their lives while on foreign duty, will be such talent as Fred Allen, Marian Anderson, Perry Como, Sid Caesar, Wally Cox, Eddie Fisher, Bob Hope, Martha Raye, Carl Reiner, Richard Rodgers, Carl Sandburg, Robert E. Sherwood, Ray Walston, Philip Abbott, Steven Hill and Murray Hamilton.

Prominent members of the Overseas Press Club who will be on hand include Bob Considine, the club's president; John Daly, Ben Grauer, H. V. Kaltenborn, Milton Caniff, Lawrence Spivak, Hal Boyle, Elsa Maxwell, Inez Robb, Turner Catledge, managing editor of the New York Times and Emanuel Freedman, foreign news editor of the Times.

The first act of "Dateline" will present John Daly introducing the theme of the show and setting the stage for brief vignettes of personages who made history, to be impersonated by Sid Caesar, Martha Raye and Fred Allen.

(more)

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

A second A second

Andreas Allense and Allense a

ander an State State and a second second

. .

2 - Dateline

Bob Hope will then relate some of his overseas experiences during the war.

From Hollywood, Eddie Fisher will speak to his brother, Alvin, in New York, recently discharged from the Army. Eddie will bring him up-to-date on the musical picture by singing a medley of the nation's top tunes.

Act Two will find Overseas Press Club president Bob Considine interviewing cartoonist Milton Caniff, whose popular strips were largely inspired by overseas activities, both military and civilian. Against Caniff's own cartoon backgrounds, his comic strip hero, "Steve Canyon," will come alive. Tony Charmoli has devised the choreography, which will be interpreted by dancers Dick Beard, Meri Miller, Luanna Gardner and James Russell.

Fred Allen will return to point out the fact that, like many foreign correspondents, he has not been immune to writing a book about various personal and professional experiences, nor is he modest about interviews on the subject. Wally Cox will interview him forthwith on the new book, "Treadmill to Oblivion," in a sketch written by Jim Fritzell, Everett Greenbaum and David Shaw.

John Daly will set the stage for an original sketch by Robert E. Sherwood, which deals with a little-known incident in the life of the late Ernie Pyle, while Pyle was on overseas duty in France. Ray Walston will enact the role of Pyle. Steven Hill, who recently won a Sylvania award as the year's best male actor, will be seen as a sergeant. Philip Abbott will be 'Gus," Murray Hamilton "Corporal," David White "Neely," Bill Gunn the "PFC" and Joan Chambers the "Nurse." Daly will chat with the Pulitzer Prize-winning playwright, Sherwood, at the playlet's conclusion.

(more)

enter da la secona de la company de la construit de lagrador de la de la lagrador. A 1716 da latera de la construit enter de la construit de la cons arcitet de la construit arcitet de la construit de arcitet de la construit de

ACC Two Fills Filter verses from Filter for Filter of State of Sta

Record Allinger, Milerer Milerer - Magner For engly one engly one engly feally for additionally formation of the contract of the Sam and formation and an additional of the contract of the same and formation and a additional sector of the sector of the same and formation and the additional sector of the sector of the same and formation and additional sector of the sector of the same and formation and additional sector of the sector of the same and formation and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and additional sector of the sector of the same and the sector of the same and additional sector of the sector of the same and the same and the same and additional sector of the same and the same and the same and the same and additional sector of the same and the same and

Specific and the particular structure for the structure of the stage and the structure of the structure o

3 - Dateline

The cameras will then pick up composer Richard Rodgers conducting a 36-piece orchestra in selections from the famed NBC-TV award-winning documentary series, "Victory at Sea," against film clips in color. A theme from this score was later turned by Rodgers into the popular ballad, "No Other Love," which Perry Como will sing. Como will also be heard in his latest RCA Victor record hit, "Home for the Holidays."

The third act of "Dateline" will spot correspondent Inez Robb presenting her overseas colleague of yore, Martha Raye, in one of Miss Raye's favorite numbers, "Blues in the Night."

Sid Caesar will be a "guest expert" on a parody of "Meet the Press" titled "Greet the Press," written by Tony Webster. Lawrence Spivak, Carl Reiner, Hal Boyle, H.V. Kaltenborn and Turner Catledge will raise quizzical eyebrows as panel members.

"Dateline" will wind up with coloratura Marian Anderson singing the spiritual "He's Got the Whole World in His Hands" and Carl Sandburg's reading of his special dedication verse to the new OPC Memorial Press Center. Henry Ford will personally deliver the closing message.

Fred Coe and Jack Rayel are producer and executive producer, respectively, of "Dateline," in cooperation with the Overseas Press Club. Alan Handley is directing. "Dateline," which is expected to be seen by over thirty million viewers, according to Nielsen reports on recent Spectaculars, will be co-sponsored by the Ford Motor Company and RCA Victor. The compatible colorcast will be available on standard sets in black and white.

NBC-New York, 12/8/54

The constrat will then diek up not poter Richard Project conducting a 30-piece enclustra in collections from the thread filt avaid-vinging decementary parties, "Vie cay at data," and hat filt olips in color. A duren that some was later target by Rofern isto are popular belied. "No Other Low," which here, fomo will targ. Core will also be hered in his Intert TOA Vietor record of the "The for the Rolidays."

The third ner of "Detelles" will spok concuptions incom wobb prysonting her overcens collengue of yore, familis here, in ore of Wills Rays & favorite muchars, "sides in the dight,"

(10 Gauger will be a "gease expart" of a marcy of "both the meas" gitled "Great the Frenz, whitten of Tous teacher, sevence Spiral, Chri Telena, but found a difference and street Cationic will relat teles to schooms as panth schoom.

"Deviation" and the "and the with conferentian harder and singer, the spiral togic "He's det the Marie Morid un the Hamis' and Que' Sendourg's resolute of Mis special dedication verse to the new CRO Memorial impact Conter. Forum Ford will serverally deliver and ciefad lessage.

Fred Coe and Jaci Atyal are produce and structurity produce and structure, " in cooperation with the Orenery Frank Appointed, of "Equalized in cooperation with the Orenery Frank Dates, Alap Forelay Statingeoung, "Primities, with the envector to po acer by over chiraly million viewers, becarding to Meteri responds an recent depetaceires, will be co-remened by the Frank Mucce Company and RC, "Los or, "The un postile contract of Million and a able on standard sate in Steel and white.

the second secon

12. J. M. Y. Y. M. 22/3/ 34



December 9, 1954

NBC STARS AND PROGRAMS WIN 7 OUT OF 13 LOOK MAGAZINE TV AWARDS; SPECIAL NBC TELECAST DEC. 18 WILL FEATURE ALL WINNERS

The National Broadcasting Company has won seven out of 13 Look Magazine TV Awards.

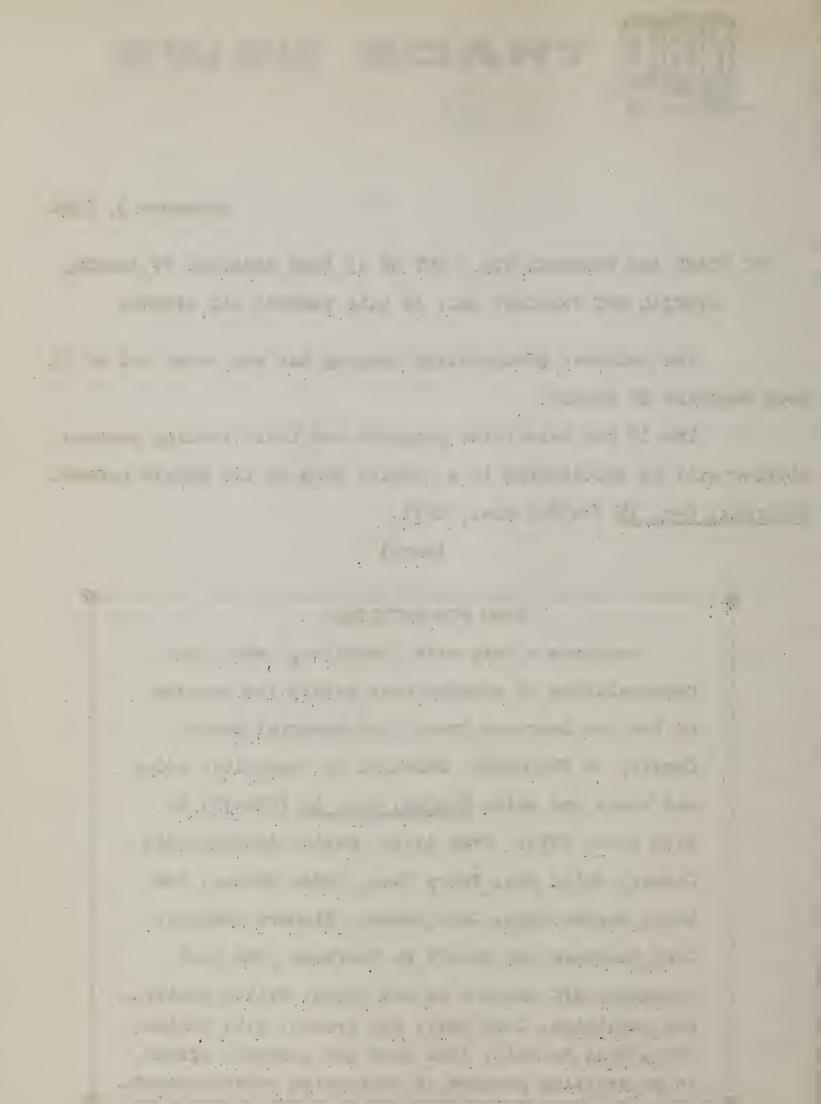
The 13 top television programs and their leading personalities will be spotlighted in a special show on the NBC-TV network Saturday, Dec. 18 (8:30-9 p.m., EST).

*

쑸

(more)

MEMO FOR 'DATELINE' You have a date with "Dateline," when top personalities of showbusiness salute the opening of the new Overseas Press Club Memorial Press Center, on PRODUCERS' SHOWCASE in compatible color and black and white <u>Monday, Dec. 13</u> (NBC-TV, 8-9:30 p.m., EST). Fred Allen, Marian Anderson, Sid Caesar, Wally Cox, Perry Como, Eddie Fisher, Bob Hope, Martha Raye, Carl Reiner, Richard Rodgers, Carl Sandburg and Robert E. Sherwood join such prominent OPC members as Hal Boyle, Milton Caniff, Bob Considine, John Daly, Ben Grauer, H.V. Kaltenborn, Elsa Maxwell, Inez Robb and Lawrence Spivak, in an exciting program of variegated entertainment.



. ...

2 - 'Look Awards'

The Toni Company will present the program in the time-spot usually occupied by "Place the Face."

The seven NBC award winners (more than all other networks combined) are: George Gobel, best comedian; Fred Coe, best producer; Jack Webb (of "Dragnet"), best director; John Cameron Swayze (of "Camel News Caravan"), best news program; "Groucho Marx-You Bet Your Life," best quiz or panel program; "Ding Dong School" (with Dr. Francis R. Horwich), best children's program; "Cavalcade of Sports," best sports program.

The CBS award winners are: "Omnibus" (with Alistair Cooke), best educational program; Garry Moore, best master of ceremonies; "Toast of the Town" (with Ed Sullivan), best variety program; "See it Now" (with Edward R. Murrow), best public affairs program.

DuMont award winner; "Life Is Worth Living" (with Bishop Fulton J. Sheen), best religious program.

ABC award winner: "U.S. Steel Hour, " best dramatic program.

The Saturday night special NBC-TV program will glow with the top television personalities who will appear in person to receive their awards. George Gobel, Groucho Marx and Jack Webb will be seen from the West Coast.

As in preceding years, Look Magazine's Fifth Annual TV Awards are the result of a polling of "more than a thousand professionals -- including producers, directors, agency directors, television columnists and editors," to select the outstanding program. The TV awards are featured in the issue of Look on sale nationally Tuesday, Dec. 14.

____0____

NBC-New York, 12/9/54

1 shows stoal! - 5

The "Darping will present the program in the Line - east, we have be an area to "

Der verm MBC stard wisseren (wore finn all obier artantia ecmained) area (bearge Gebel, bert sussifian; Stad Des best product fact Made Made (of "Rengrad"), out directory John Cartron 10000 (of "Campt News Sarever"), haut news rengram; "Greacho Nauv-Yeu fel 1000 Life," bast auto of gaudi rengram; "Dire Fong Buhool" (with Gr. Francis R. Marmida), halt with ecute program; "Greathool" (with Gr.

The C2" when when and the control of the state of the sta

iskond avand dimove "his In Wordh Living" (alt Bishev Milton J. Sheen). one melleton rogans.

APC evend theres; "L.S. Loss Rook," Geut Grout Lin program. The Saturaay raght coords! W.S. Iv (rogram will grow with the top television person lit. The who will oppet in person to movive their events. Goorge Gol 1, Grounds from and Icel Los will on rece from the lest Court.

to in preceding yours, ich's princeta differ durant IV Avaids are the readily of a reliance of "more onen a librared andfeeddonels as including membran, directore, agency directored when vision columnists and whiters," by peleck the eddauding arefered The Thewards are feedbard in the area of Eoch on arise cation for The Theodoy, Sec. 30

ITC-ter is for the



December 9, 1954

FOLKS AT 'HOME' PACKING POTS, PANS AND NECESSITIES FOR TREK TO CHICAGO, MILWAUKEE AND SAN FRANCISCO

Following its busy schedule of holiday activities during the month of December, NBC-TV's HOME show (Mondays-Fridays, 11 a.m. to 12 noon, EST) will begin the new year by packing up pots, pans and other necessities and heading Westward to Chicago, Milwaukee and San Francisco.

The 5,200-mile trip will find the New York-based program "on the road" for a period of two full broadcasting weeks, Jan. 3 to 14. The first week's telecasts will originate from Chicago, with a special segment from Milwaukee on Jan. 7, and the second week from San Francisco.

This will be the first time a single program has devoted five full hours and an entire week to telecasts in each of two cities in different parts tof the country.

In outlining the reason for the trip, "Home's" producer Richard Linkroum said, "As a national program, it is necessary that 'Home' periodically become regional in its treatment. In every section of the country, the word 'home' has a different meaning, a different look and a different feeling. What we are going to try to do on this

(more)

SAMPLE BARRIES

2 - 'Home'

trip and what we have tried to do before on 'Home' is to re-create the flavor and atmosphere of these areas by actually taking our talent and production crews to them and bringing our nationwide audience into first-hand contact with their individual ways-of-life."

Live remotes and film stories are being prepared to cover the Chicago openings of the Winter furniture shows at the Merchandise Mart on Jan. 3 and at the American Furniture Mart on Jan. 4. A helicopter flight over Chicago will give the "Home" audience a view of that city, its skyline and surrounding countryside. Familiar Chicago landmarks will be shown during the week, and many well-known entertainers who have gotten their start in showbusiness in this city will also be featured on the program.

On Friday, Jan. 7, Arlene Francis will be the guest of the fur industry at its annual Winter convention in Milwaukee and several segments of the "Home" show will originate from there on this date.

During the week of Jan. 10-14 "Home" will be in San Francisco, and among the special broadcast features being planned are a "live" telecast from an American Airlines plane over San Francisco Bay, a telecast from the top of Telegraph Hill and from Fisherman's Wharf and views of suburban areas near this city.

The editors of <u>Sunset</u>, a leading magazine of the West, are cooperating with the editorial staff of Home in helping to select material that will show viewers the most interesting aspects of life in the California Bay area.

Arlene Francis, Hugh Downs, Kit Kinne and Nancyann Graham will be among the talent to travel to both cities with the program. A production group of over 30 people will make the round trip to carry out the intricate arrangements for the 5-day-a-week, hour-long network program, originating away from its base studio.

____0____

NBC-New York, 12/9/54

1 8000 8 7 -

ay and white we have tribut to be carbone on "Shoot" he here erem to the system and strong of those erems by estably thing our allow and consilor read in them and bring in our antion the sublemon and represented contests with the in by start way not - life."

Live remote and fill storie the bold oreperation over the second or Children eponenge of the Minice Poinghiere where where the Marchaellae of the filter eponenge of the Marchaellae of the filter for for." 3 = 3) to be American freshold (for the filter and the filter for the filter and the of the filter and the offer of the filter for the filter and the offer offer offer offer of the filter and the offer offer offer of the filter and the offer off

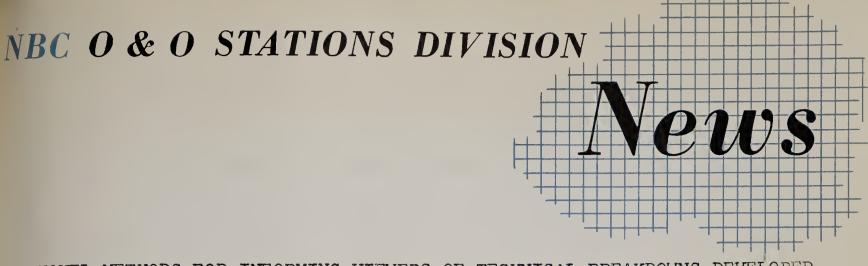
On Product, Jan, T. M. Drone Presser F.M. Do the Much of Hear of Schubby at 100 energy in the convention of Milmukee of Oct weyged marked of the "Some" source of Milmusser fraction of the constant

Distrig fits wood of Jan, at 10 "See," will be in an of section woug did specify essentiat for war federa plane the" establic from the American Arrithma plane of the For Standard T, a telegraphic from the tax of federation with the montheology selves views of successed of the federation (10) of the file of the federation selves views of successed of the federation (10) of the file of the file selves of successed of the federation of the file of t

The Holton of <u>Juncies</u>, is for the more that the Marke devices of the M

Ar de doong has calere ao anneh to boon dhi Kiche out Nongella device hi de doong has calere ao anneh to boon office with the original or as webban goong of ever 30 on alte with whe the cound only to **carer** the cound of the calere for each 5 days on a the cound of the count of the conduction of the des 5 days on a the forget of the one of the condition of the formation of the state of the state of the count of the condition of the formation of the state of the s

MCHIN PORG. 12/0/30



NOVEL METHODS FOR INFORMING VIEWERS OF TECHNICAL BREAKDOWNS DEVELOPED BY NBC OWNED STATIONS DIVISION IN SERIES OF TELOPS

Capturing the television audiences' sense of humor when unavoidable technical difficulties cause an interruption in service, the NBC Owned Stations Division is utilizing a series of new and amusing telops on the five television stations the division owns and operates.

The series was evolved at the request of Charles R. Denny, Vice President of the NBC Owned Stations and NBC Spot Sales Division, who sought new and more entertaining telops to replace the timehonored "Please Stand By" request.

As a result, five new illustrated telops were put into use by WRCA-TV, New York; WRC-TV, Washington; WNBK, Cleveland; WNBQ, Chicago; and KRCA, Los Angeles.

The three contingencies covered by the illustrations include video breakdown, audio failure, and simultaneous audio and video difficulties.

Video breakdowns are announced by a telop showing a cartoon figure holding a lighted match in a dark room. In a balloon are written his words: "Who put out the lights?" And across the bottom of the telop the message: "We're looking for the switch."

publicity department •NBC 0 & 0 Stations Division 30 Rockefeller Plaza, N.Y. 20, N.Y. •CI 7-8300

2.15.77

9.8 °

2 - Telops

When the sound fails, a layout is flashed on the screen showing a cartoon of a man with an ear-trumpet sitting before a television set, with the legend: "We've lost our voice."

In case of simultaneous video and audio difficulties, two telops are put into use. The first has a man coming through a television set in the illustration, and with a gesture of embarrassment saying "Oops! Something's happened." This telop is followed on the screen immediately with a drawing of a frenzied maintenance engineer working on a console. It is captioned -- "and we're fixing it."

The fifth in the new series deals with unannounced schedule changes and depicts a father changing the baby's diapers with printed information reading: "We're making a change." An announcer explains the program change with voice under the telop.

Max E. Buck, director of promotion for the NBC Owned Stations Division, said that additional telops in the same vein are being prepared to include over various special announcement topics.

The telops are also being made available to stations represented by NBC Spot Sales.

____0___

NBC-New York, 12/9/54

near he start fullie a listen is finded in the second

remeind a correct of a man elife on merekreene Mirkin Mirkin a relevining are, and the Desert "Writes into the color," "In case of simultaneous trains and follo difficulture, be

solor an ruo into one The Almin on a coded the offer i offer states are in in it has not real with a particle of second in solong found items and have a solong of a feature in a solong on solong have do an all a feature of a feature hite to be a solong of sectors interaction of a feature of a feature hite to be a solong of sectors on a source in a feature of a feature of a feature in sectors on a source of a feature of a feature of a feature in sectors on a source of a feature of a feature of a feature in sectors on a source of a feature of a feature of a feature in the sector is a source of a feature of a feature of a sector of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a source of a source of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a source of a source of a feature of a feature of a feature of a feature of a source of a feature of a source of a feature of a source of a feature of a fe

Salidades and the solidates of bolidates of the solidates and the solidates and the solidates and the solidates and bolidates and bolidates and bolidates and the solidates an

Utto baloo re til e eto ene con ene prostante a ututione organi-

• • • • • • •

The for You 17, 965

NEC TRADE NEWS

RICHARD H. SOULE IS NAMED STATION SALES REPRESENTATIVE FOR NEWLY-CREATED NBC TELEVISION UNIT

Appointment of Richard H. Soule as station sales representative for NBC Television Network Sales' newly-created station sales unit was announced today by Walter D. Scott, administrative sales manager for NBC-TV Network Sales.

In his new capacity, Mr. Soule will concentrate on developing more network sales on optional stations. His appointment is part of the network's Optional Station Plan, put into effect last Fall.

Working from the standpoint of the advertisers' current NBC market coverage, product distribution and marketing problems, Mr. Soule will plan presentations to agencies and advertisers on the potential for improvement in their coverage through maximum utilization of NBC's station facilities.

Mr. Soule came to NBC in 1952 after being graduated from the Harvard Business School. He was named sales representative for "Today," and his duties were later expanded to include "Home" and "Tonight." He was promoted this year to Television Network Sales Representative for New England.

Mr. Soule, 27, lives in New York City.

CONGRESSMEN TO PREVIEW SESSION ON 'AMERICAN FORUM'

"What's ahead for the 84th Congress?"

This question will be discussed on Theodore Granik's THE AMERICAN FORUM <u>Sunday</u>, <u>Dec. 12</u> (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST) by Rep. Richard Bolling (D.-Mo.), member of the House Banking and Currency Commission, and Rep. Kenneth Keating (R.-N.Y.), member of the House Judiciary Committee. The program, which originates in Washington, will be moderated by newsman Steve McCormick.

NBC-New York, 12/9/54

2 N MARA

TYES APRILED A SOLAR AND A REAL ADDING TO FOR ON AN OTHER THE

THE ADDRESS SHE CAR ROTATION AND

Appointment of AftRainf M. Coule is station (10, represented)
(vo for NRO Tub, delice Mirrorock Rala ' rewly-created ctables raited
white whe bain durant bong (v Valent D. Sectly administration raited
action NRC TV Astrony Fairs.

En His des strengt des houle des houle will opresentence on annihope and norme materiales of the strength of the strength in the strength of the part of the rationship operate deservation is a product of the Path. Norkans from the strengthing of the norself and for the l

init coverage, publics of this bounder and controling another. In: anity if it plum presentations in isitical an edite titlers on the petermlei for isprovenent in their revuest becough container whitisauter of Notic contine recent in:

int, rable rais to 100 in 1950 where bring products? Prodecrard Southers Admul, 10 monthals of comparately of the day," and bit human were to the equipable? The finite" and "Goolght." For we winned all mose to subtract or solutions for represent sive for that Duriting.

Mr. LUNIN, 27, 11 YOU IN FOR YOU'R (LARY.

a see as in us () we as no an

CONGRACT IN TO PREVILE CLUSION ON TAN ACTIN PONCES.

The second second second second second and the second of a second of a second s

42/0/21 . Here'

NBC PRESS DEPARTMENT

'VOICES AND EVENTS -- 1954' WILL BRING OUTSTANDING EVENTS, RECORDED ON TAPE, TO NBC RADIO LISTENERS DEC. 26

The issues of the year -- name them and NBC has them on tape.

More to the point, NBC News will broadcast them in highlight form in a special radio program entitled VOICES AND EVENTS --1954 on <u>Sunday, Dec. 26</u> (6:30 to 7:30 p.m., EST).

Here are just a few of the events listeners will hear:

Excited Congressmen telling about the shooting by Puerto Ricans in the House of Representatives -- within two minutes of the outburst.

The voice of a crewman aboard the plane which was just about to drop the first hydrogen bomb, a voice ticking off the seconds from ten to one, and the horrifying jumble of sound caused by the bomb.

Senator Joseph McCarthy's voice intoning: "Point of order, Mr. Chairman" -- the phrase that became a catchword during the Army-McCarthy hearings.

The widely opposed views of Gov. Herman Talmadge of Georgia and Thurgood Marshall, attorney for the National Association for the Advancement of Colored People, on the segregation issue -- as expressed by the two men themselves.

(more)

THE INSTATE DESIGN

1------

Former President Harry S. Truman and James Petrillo, head of the American Federation of Musicians, playing a piano-cornet duet.

The announcement of the death of Emilie, one of the famed Dionne quintuplets, complete with Dr. Dafoe's voice and the voices of the quints themselves.

These and many other significant sounds and voices will be heard on the full-hour program, carefully edited and selected for dramatic emphasis by Chet Hagan, assistant manager of the NBC central news desk.

"Er

NBC-New York, 12/9/54

Forman President Freedors F. Forman and Jame Freedors Log Press of the success Freedors Control Freedors and Same Print Print due to The supplimentation of the delth of Erikie, and all the freedors (Jonno Quintable), complete rith De. Duron's values and the value of the gainty there.

These and many oblear algorithese and worker will enboard on the full-hour morecure consistent counced and suborted to defaultic estimates to Goob Regner in Statement nursees of the NeG beneval news dealer.

BELEVILL AND THE DATE

GAIN OF 6,000,000 TV SETS FOR NATION REPORTED

Television sets in use in the United States have increased by nearly 6,000,000 during the past 12 months, according to an estimate released today by Hugh M. Beville Jr., NBC director of research and planning.

As of Nov. 1, there were 32,262,000 TV sets in use in the United States, Mr. Beville reported. One year ago the estimate was 26,364,000 sets.

Mr. Beville said approximately 88 per cent of all sets in the nation are now in areas where NBC color network telecasts are available.

0

NBC-New York, 12/9/54



OATH OF G,000,000 TV SENS FOR NATION ALLON TED

Television sets in use in the United States after increased by nearly 6,000,000 during the past 12 months, according to an estimate withased today by high M. Boyalle Jr., MDS Streator of research and ylenning.

As of Nov. 1, there were S2,202,000 TV sets In the inthe United States, Mr. Devile reported. One year ago the detimate was 25,360,000 tots.

Mr. Svill - Jaid arroximately 03 per cont of all sets in the father are now to as whome MRC offer methods: classify are welled.

אדע- זכר אבניג, 12/2/24

STUDENT-CRITICS COMMEND TELEVISION PRODUCTION OF 'MACBETH' IN LETTERS TO MAURICE EVANS

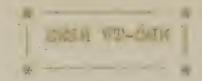
More than 200 students of English at Revere High School in Revere, Mass., have written letters to Maurice Evans complimenting him and his co-star, Judith Anderson, for his production of "Macbeth" on NBC-TV's HALLMARK HALL OF FAME in a two-hour compatible color production on NBC-TV Sunday, Nov. 28.

The letters were noteworthy for the keenness of their criticism and the appreciation evidenced in viewing an outstanding production of a play by William Shakespeare. The majority of the students seemed most impressed with Evans' "Is this a dagger which I see before me..." and his "Tomorrow and tomorrow and tomorrow..." soliloquies. Miss Anderson's celebrated sleep-walking scene as Lady Macbeth was voted the highlight of her performance.

Nevertheless, several of the amateur critics included mild reservations along with their accolades. The male students wished there had been less poetry and more gore during the climactic duel scene in which Macbeth is undone. One felt cheated because Macbeth's severed head was not held up to public view in color.

Majority opinion was summed up in the paraphrased words of a young correspondent who exhorted Mr. Evans: "If acting be the food of love, act on..."

NBC-New York, 12/9/54



Marri there would avoid a fullian of fullian of K vere High School of Revoces Notes, have write a sterr of Merrice Evans complimenting his and his so above, and the clarges for his production of 'Duobets' on Molety's Pullian and a store of the clarge computing roaveidon on MRC-UV Scader, Mov. 29.

"We lotters were out on the the the heathers of their off the organistics and the viewing an cutetent modulation of a play by Milling Subscience. The referity of the statement were we thereas on the available thir or magner thich are before me..." ind his "constrow and bandters and bandters..." see before me..." ind his "constrow and bandters and bandters..."

Leverthelmer, several of the mateur of the included vice recorveries along with their accorders, The destatent viched there had been less post (or one or ducts the alimitude del com in which hardets is undone. On fait district both to some hed was not also up to public view in color.

Majority opinion was summed up in the plauphraid works of a young dotterpoint who exclude the foot of a contemponent which the foot of a contemponent to the foot of a contemponent of the foot.

TECHILL LATE, CLARK

NBC color television presents A MAX LIEBMAN PRODUCTION

ENGLAND'S JEANNIE CARSON SCORED WITH U.S. PRESS AND PUBLIC WITH HER SPECTACULAR COLORCASTS; SHE'LL BE BACK IN SPRING

Jeannie Carson, petite flaming-haired British comedienne -who flashed across America's television screens in two Max Liebman NBC Spectaculars and won plaudits of public and press alike -- will be back on these shores some time in the Spring.

The press in several instances has gone so far as to hail Miss Carson's Spectacular performances as a "television discovery."

"...a new star destined to streak across the TV heavens in the petite form of an English lassie -- Jeannie Carson..." said Paul Speegle in the San Francisco Chronicle.

"For almost two years London theatergoers have been intrigued by the waiflike quality of this talented young actress..." wrote Maurice Van Metre of the Cleveland News.

For her "Best Foot Forward" role, Gene Inge of the Santa Monica Outlook and Glendale News Press described her as the "wistful... forsaken little girl friend."

Jack Gould of the New York Times, reviewing "Best Foot Forward," put it this way: "...there is Miss Carson. In one of those storybook evenings of the theatre she, the visiting unknown, walked off with the NBC revival of 'Best Foot Forward' and made it her own.

"Miss Carson, who was plucked from the London musical comedy stage by Max Liebman, has striking red hair, a gently angular (more)

PR-1

(A) A set of the set of the

a da anti-a sub-frédericade de la companya de la co Secondaria

2 - Jeannie Carson

face, most expressive eyes and a petite figure. Give her a torch song and she imparts to it a delicate and haunting oomph. To a dance she brings a distinctive spirit and verve. But Miss Carson is a lady to be seen, not defined; NBC has come up with a real charmer."

When Miss Carson made her second American appearance in Max Liebman's "Spotlight"...Times reviewer Gould paid his tribute to Jeannie's countryman, Jack Buchanan, "as droll and suave as ever -and Miss Carson, easily the brightest distaff discovery of the TV season (who) frolicked through song and sketch with delightful verve and aplomb...

"Miss Carson, a star of the future if ever there was one, contributed the show's warmest and most endearing moment in her version of the Sir Harry Lauder hit, 'Roamin' in the Gloamin.' It was also Miss Carson who imparted most of the broad fun and vitality to a satire..."

The New York Daily News' Ben Gross reviewed "Spotlight" with: ..."Carson again proved herself to be one of the best new talents on TV..."

The New York Journal American's Jack O'Brian added to the kudos with: "...Jeannie Carson, the British youngster, remains the most endearing light comic leading lady to hit the public's fancy since Mary Martin..."

And to demonstrate that the Jeannie Carson "reviewers' fan club" is not by any means a stag affair, the New York World-Telegram and Sun's Harriet Van Horne wrote of "Spotlight": "To me the warmest and brightest moment of the show was the medley of Harry Lauder songs, with Jeannie Carson...singing in rollicking dialect."

The picture editors were no less kind to the young lady, who, come next Spring and another stint in the tinted TV, should be well known to all America. Newspapers in all parts of the country ran her portrait.

NBC-New York, 12/9/54

Received and a state of a set a patite line, one ter a tore autors one and the impaire to it a delinate and haunship county. To a dance and prings a distinctive spirit and verve. Due its Carton is lide of be seen, not defined; IEC has come up with a rout chainer."

When Must Contain made her record American opportions in the Liebman's "cottight"...Times reviewer Could said his unibuse to Jeannie's countryman, fit's Pusheman, "as droll and auave is ever -and Mass Carson, early the unighter wither filesvery of the NV season (who) frolisited through song and Steven with delighted viewe

"Its Carson a star of the forture if ever there has one, con ributed the show's warmost and most endoaring nomens in her version of the Sir Harry Law'er hill, 'Roumin' in the Otentin.' It was all Miss Carson the impurted most of the rout in rod vitality to a ratire..."

The New York Daily News' Fin Grows review "Spich & " wike" ..."Carson again proved herself to be one of the wist new salence on Tv..."

The New York Journal American's Jack O'Brithn adde to the indoc with: "..., Thuse Corsen, the Prittich youn ster, remains the most endearing light could leading andy to hit the public's farey since Mary Martin..."

And to demensione that the sample dation "reviewer' for all's is not by any mana a firstly the Hauler's 'share the and ant's Harriet Van Horne wrote of 'specificht": "Take the mean of brichtest moners of the stor was the medicy of harry forder conces, with Jeannie Compon...shiping in collocing elater."

The picture stitute word in lass find to the young leady which are next spring and emotion etims in the United UV, cloud to the stand is not in the stand UV, cloud to he is in the stand of the counter of the counter in the standard to her some state.

VENEY LATOY VEN- HI

	10,000	CHILDI	REN JOII	1 'TELI	, FIVE	CLUB'	SINCE START	
	OF	'HAPPY	FELTON	S SPOT	LIGHT	GANG!	NOV. 20	
*			*			*		×

NBC-TV NEWS

About 10,000 children have joined the "Tell Five" Club of HAPPY FELTON'S SPOTLIGHT GANG since the program's premiere on NBC-TV Nov. 20, 1954.

To join the club, members send Happy the names of five friends whom they told about the program. Each member receives a "Spotlight Gang" badge.

According to Craig Allen, the show's producer-director, some of the many cards and letters received by Happy Felton came from parents telling how much they and their children enjoy the program. Allen said that many parents cited the educational value of the show, with the films of outstanding variety and circus acts plus Happy's pertinent remarks on geography providing the basis for an instructive quiz game.

Filmed acts on the program <u>Saturday, Dec. 18</u> (10 a.m., EST) will show the Marcellis, comedy tumblers of Istanbul, Turkey; Henry Lorenzen of Plymouth, England, pantominist, and Johnny Walker, highwire artist from Brussels, Belgium.

NBC-New York, 12/9/54

ntime addition with the state of the st

A 10 THE SET OF THE SET OF THE SECOND PROPERTY OF THE SECOND AND THE SECOND AN

According to Child Aldung the month procession direction and of the many and and lither troopyed to the platter contract market folling has add to the and the solution and the Alien and this has add to the forest the solution and the share of the definition of constants of the solution of the share alien and this constants of the solution and the solution forest alien and the forest of the solution and the solution forest alien and the solution of constants of the solution and the solution forest to the solution of the solution of the solution alien and the solution of constants of the solution and the solution forest to the solution of the solution and the solution formation of the solution of the solution and the solution of the solution

Prince the threat and on the provins <u>information foot, in</u> (the and, each which block the threats of somedy transform wit in whether threaters in the information of filmentary sometars purportional, and belows without threat also another from forestals, follows

KINSAED PRIOR NOW-DUT

BUCOLOR TELEVISION NEWS

20

PRESIDENT EISENHOWER, IN SPECIALLY FILMED SEQUENCE, WILL PAY TRIBUTE TO 'THE AMERICAN REPORTER' ON 'DATELINE' ON NBC-TV MONDAY, DEC. 13 (8-9:30 P.M., E T)

President Eisenhower will pay tribute to "the American reporter" in an especially filmed sequence to be seen as part of the dedication ceremonies of the Overseas Press Club Memorial Press Center in "Dateline" on PRODUCERS' SHOWCASE Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST). In the concluding portion of the star-laden Spectacular, the Chief Executive will extol the work of United States journalists "in the unending struggle to maintain our freedom."

The President's salutation will be followed by Carl Sandburg's delivery of his dedication to the new OPC Memorial Press Center, which officially opens on the day of the telecast at 35 East 39th Street in New York City. Marian Anderson will then sing the spiritual, "He's Got the World in His Hands," after which Henry Ford will personally deliver the closing message.

"Dateline" will be telecast in compatible color and may be seen on standard sets in black and white. An average of 31,000,000 viewers sees NBC Spectaculars, according to Nielsen reports.

NBC-New York, 12/10/54

R C A PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



December 10, 1954

'SPORTS HIGHLIGHTS,' FILM REVIEW OF 1954'S CLASSIC THRILLS, TO BE TELECAST ON NBC BETWEEN COTTON AND ROSE BOWL GAMES

R.J. Reynolds to Sponsor Program Second Consecutive Year

SPORTS HIGHLIGHTS, a film review of some classic thrills in American sport during the year of 1954, will be presented by NBC-TV between its telecasts of the Cotton Bowl and Rose Bowl football games on New Year's Day. NBC commentator Bob Wilson will narrate.

This is the second consecutive year that "Sports Highlights" will be presented under the sponsorship of the R.J. Reynolds Tobacco Company. The program will be produced by the NBC Public Affairs Department, directed by Charles Christiansen and written by Dennis Dalton.

NBC-TV will cover the magnificent Tournament of Roses Parade in Pasedena on New Year's Day (Saturday, Jan. 1, 12:15-1:45 p.m., EST). This will be followed by the Arkansas-Georgia Tech Cotton Bowl battle in Dallas. "Sports Highlights" will follow the Cotton Bowl telecast until coverage of the Ohio State-Southern California Rose Bowl game begins at 4:45 p.m., EST.

the second se

- 1 - 4 -

December 10, 1954

'ROBERT MONTGOMERY PRESENTS' TWO-PART TELECAST OF 'DAVID COPPERFIELD' DEC. 20 AND 27 Rex Thompson to Play David (the Boy) in First Program Subtitled 'The Search'; Noted Cast to Participate

Rex Thompson will play the title role in "The Search," Part One of Charles Dickens' "David Copperfield," when ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM Monday, Dec. 20 (NBC-TV, 9:30 to 10:30 p.m., EST).

The celebrated story has been dramatized by Doria Folliott in two self-contained parts with Part Two "The Reward" to follow on ROBERT MONTGOMERY PRESENTS THE AMERICAN TOBACCO THEATRE Monday, Dec. 27 in the same time-spot.

The distinguished supporting cast in Part One includes Fred Tozere, Cavada Humphrey, Pat O'Malley, Isobel Elson, Betty Sinclair and Ethel Owen.

In a period when the poor had no childhood and the very young were the objects of cruelty and exploitation, David searches for an elusive security. After his mother's death he is sent by his harsh stepfather to London to work in a warehouse. He becomes the sole lodger of a poverty-stricken but hopeful couple, and runs away to his great-aunt, where he finds a warm and genuine welcome. If he can remain with his aunt, without being ungrateful to the poverty-stricken couple, it would be a Merry Christmas indeed for young David and for all concerned.

ROBERT COMMUNICATION OF AND RAFE TIME THE AND RAFE TIME OF A DATE OF A DATE

Tok Coorden whith appy the Netler cole 1. "In: Stary"." Tok Dwordt Coorden Dypologies" Lawle Constituted Holen ROBERT FONTGONGEN The VIC THE TOTO OF S AND PROPER CONTENTS OF SO (NEO-IV 19:30 TH

"The ushelptied story has been deprivined by Paris Felling's a solf-contained sects of the fact for T - Paused" to Pollow on Sector Monegar Problems at 12 - 12 - 20 - 20 - 20 - 20 - 20 - 21 bid work time-spot.

The elucinguinise supervises appending just an Port Che Rearder Fraction Street Che Street Fractions and Street St

In a particle of an the poor is a no childhood and the very nong here the children of a maller and exploited on, invid secretary for a clusive poor ity. After hits statute don't he is sent by his touch top of an of presented then and top of a complet set and and the setter of a presented then and top of a complet, she amages to the setter of a presented of the unreductive to the set and the his south, without each unreductive to the other of the main a first of an antipart of the complete set for all the main of a first of an antipart of the other for all comtened of a first of an antipart of the other of the touch of a first of an antipart of the other all com-



December 10, 1954

CY HOWARD, NOTED RADIO-TV CREATOR AND PRODUCER, JOINS NBC TO DEVELOP COMEDY SERIES

FOR RELEASE MONDAY A.M., DEC. 13

Cy Howard, one of the most successful creator-producers in radio and television, has been signed by the National Broadcasting Company to develop a comedy series, it was announced today by Fred Wile Jr., Vice President in charge of programs for NBC, Pacific Division.

Mr. Wile said Mr. Howard's new project is planned as one of NBC's 1955-56 entries in the nation's growing list of Hollywood originations. "We believe Mr. Howard's approach will represent an entirely new departure in TV comedy," Mr. Wile said.

Mr. Howard, who comes to NBC after 15 years with CBS, brings with him an extensive background in writing, acting, directing, and creating for radio, stage, little theatre and nightclubs.

He played the lead in Maxwell Anderson's "Storm Operation," while concurrently writing his own comedy radio show, "What's New?" He is perhaps best known for his productions of "My Friend Irma" and "Life With Luigi." In 1951 he sold an original screen story, "That's My Boy," to Hal Wallis.

Mr. Howard is married to Academy Award winning actress, Gloria Grahame. His home is Milwaukee, Wis.

HERE'S AND ADDRESS OF THE STREET

and the second second

My Break and Andreas (1997) 1997 (1997) 199 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997) 1997 (1997)

(1) A second of the second

(4) A set of the se

The construction of the second s

inform electromates in the set of the set of states and set of the clear of the inform electromates in the set of the set of the clear of the clear information informed and the set of the set of the set of the clear of the clear information informed and the set of the s

and the contract of the second of the second s

and a group of the state of the action of the state of th

200,000TH FAN LETTER REACHES 'MISS FRANCES' OF 'DING DONG SCHOOL';

MAIL AVERAGE IS BETWEEN 2,000 AND 3,000 EACH WEEK

"With my grandpa's help I will write to you. He leads my finger. It is easier with typewriter than with pencil."

So began the 200,000th letter to come to Miss Frances, mistress of NBC-TV's DING DONG SCHOOL, since the start of her program two years ago. It arrived in the NBC Chicago mail room this week.

The body of the letter went this way:

I am 4 years old Finnish boy. I came from Finland last summer and live in Lansdowne -- Quite near Philadelphia and I will remain here in America. I like very, very much "Ding Dong School" and you, Miss Frances. I learn every day new English words and now I can already make myself understood because I am not shy at all. My Dad brought me your drawing book. Here you get one of my drawings. I think that is not too bad. I cut your picture from your drawing book and put it on the wall beside my bed. It is a little too small size.

When can I see you in Lansdowne or in Phila? That would be very nice!

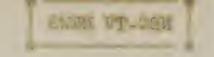
Have you ever before got a letter or drawing from a Finnish Boy?

Thank you, Miss Frances! HASSE HEIKEL

The phenomenal flow of mail for Miss Frances (Dr. Frances Horwich) and her "Ding Dong School" was one of the first indications of the program's outstanding popularity, even during its first weeks as a local Chicago program on WNBQ. After more than two years of telecasting, the program's mail averages between 2,000 and 3,000 letters, postcards and packages a week.

____0____

NBC-New York, 12/10/54



SCOLOCOTTENE ENGLESSION ENGLISS FULLES FOR FILLE SCOLOCOTTENE SCHOOLT:

"it is a start help I will write to you. A. le es my

The start of the sector with Spredent shere with concells."

Le prent to standet l'étérer to dater la Mise Brattees,

Lucross of NBC IV's still cond SCHODE, since the start of hun-program

THE SING THE CONTROL OF MONTH OF

% The provide File of the opper I could find and start and the file of the opper to prove file opper to a I and and the file opper to the opper to the prove of the "I and the opper to the opper opper opper to the opper to be could the opper opper the opper to the power to in a could the opper opper opper to the power opper to the opper opper to the opper to the power to and the opper opper opper the form for the opper to the opper opper to the opper to the opper to in a could to the opper to the opper to the opper to in a could the opper to the opper to

terr o very distriction in Tractowice of the PL 112 find.

H v rou ver selete jet a later or dewing rom a

Prest roo, Las Trance:

The Dierricanti fior of an Line Frances (Dr. Frances readed) and her "Direction elect" was one of the first indications of a program to obtain the of the target of the transformations and which we have a start of the target of the transformation and which we have a start of the target of the hotary, in provide the target of the target of the hotary, in provide the target of the target of the hotary and the target of the target of the hotary and the target of the target of the hotary and the target of the target of the hotary and the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the target of the hotary and the target of the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of the target of the target of the hotary and the target of target of the target of the target of the hotary and the target of targe

a see the second second

ALL - MON NOTE . ACT

NBC-TV NEWS

ESTHER VAN WAGONER TUFTY TO HAVE AUDIENCE WITH QUEEN ON VISIT TO NETHERLANDS AS JOURNALISM AWARD JUDGE

Esther Van Wagoner Tufty, noted Washington correspondent and an editor on NBC-TV's HOME show, left today (Dec. 10) for the Netherlands at the special invitation of the Dutch people. Mrs. Tufty is the permanent judge of the William the Silent Award for Journalism sponsored by the Dutch government, an annual honor -- a gold medal and \$2,500 -- to the American reporter writing the best story of the year about the Netherlands.

Mrs. Tufty, a former president of the National Women's Press Club, has been a foreign and war correspondent in the Netherlands, and reported the investiture of Her Majesty, Queen Juliana.

Arrangements have been made by the Dutch ambassador to the U.S., Dr. J. Herman van Roijen, for Mrs. Tufty to have an audience with Queen Juliana during this trip. She will also interview Prime Minister Dr. Willem Drees and the Speaker of the House, L.G. Kortenhorst. She will report on these interviews on the "Home" show as well as show special film which she will take of her palace visit.

The "Duchess," as she is known to friends and colleagues, will return to the U.S. by boat, leaving Europe on Dec. 24, spending both Christmas and New Year's Day on board the Noordam, which will dock in New York on Jan. 3.

NBC-New York, 12/10/54

RACK FT ALL

AND HTE BUR I DA H DI YIND STURM WW SHITZ ENDE GRANN BE ANNUDE BE COM THEETS OF TERIV HD

Ether van Magener Tufey, neued Worste en correspendent and addter en MBC-TV - MONT drug (aft teday (bet, 10) for the Meinermas at the special invitation of the Parkin prophet. New, Toty in the personent judge of the Millian the Filmt Avand for John with consored by the fut of end of an analy bound of a good of 2,500 -- to the Metherlage.

whre. Purty, a former one on at of the content reach a Freen ub, has been a forming are wat con explanate in the Metherland and ported the have fitters of Her Kif on a con Tall.

Arrangements have been made by the Ditsonian to the S.; Dr..., Her all van Peljen, for the Dits to have an audience th Cauen Jultane Scring this trip. She will also interview Frim sister Dr. Willem Drees on Mac Meeker of the House, 1.6. Kort ne ret. She will troom to the Meeker of the House 1.6. Kort ne show greeted film where the Meeker of the relate visit.

.The "Dechest," of the later to galande on additional and the second of the second of

and part of O and the Ant

1-01151 1001 VI 1-0 1

President Eisenhower's holiday message to the nation as he lights the Christmas tree that stands on the Ellipse opposite the south lawn of the White House will be broadcast by NBC Radio Friday, Dec. 17 (9:45 p.m., EST).

Other special broadcasts in NEC Radio's observance of Christmas, 1954, will be the Pontifical Midnight Mass from St. Patrick's Cathedral, New York; a live performance from the National Cathedral, Washington, D.C., of Berlioz' dramatic oratorio, "The Childhood of Christ"; a live performance from Biloxi, Miss., of Handel's "The Messiah"; and a group of programs of traditional Christmas music scored by Harriss Hubble for brass and voices.

A roundup of Christmas features follows (all times EST). Additional details about these (and other) holiday presentations will be announced soon.

(more)

Comparison of the Company of th

unes especial to desterant Artikans de Colste Area Area Artikans est e establist de deste do ordere Colste Colste Artikans (Herberger Colste est establist establist de destruction est Artikans (Herberger Area) est establist de la colste Artikans est establist de la colste

A construction of the data and a construction of the cons

je monakaje kaj sando ad estruktor a kontrale subjeco pojekaje kajak kaja je solo. Lek serve subjectita kontrala de kontrala servej monala na natura menekaj kaj kaj kaj servej menekaj kaj kaj s Letare sej energaj s

1124

TUESDAY, DEC. 14

10:30-11 p.m. LAFAYETTE COLLEGE CHOIR -- Concert (network except WRCA) of Christmas music by the Lafayette College Choir of 70 male voices, directed by John D. Raymond. Music will include "Prepare Thyself, Zion" (Bach), "Christmas Hymn" (arr. Jungst), "Alleluja" (arr. Bement), "Glory to God in the Highest" (Pergolesi), "Sing We Noel" (arr. Greene), "Hark! In the Darkness" (Arr. Bement), "Come and Adore" (arr. Malin), "The Holly and the Ivy" (Lefebre), "Gesu Bambino" (Yon), "Angels o'er the Fields" (arr. Dickinson), "O Holy Night" (Adam), "Mary Had a Baby" (Dawson), "Hallelujah" Chorus (Handel), "The Lord's Prayer" (Malotte), and a medley of carols: "God Rest You Merry, Gentlemen," "Silent Night" and "Hark! the Herald Angels Sing."

WEDNESDAY, DEC. 15

10:30-11 p.m. (network except WRCA) (network except WRCA) COLUMBIA UNIVERSITY TEACHERS COLLEGE CHOIR -- Concert of Christmas music by a choir of 40 mixed voices under direction of Harry R. Wilson. Selections will include "In the Stillness of the Night" (Wilson), "The Shepherd's Story" (Dickinsen, "Fanfare for Christmas Day" (Shaw), "A Rockin' All Night" (Trad.), "Ave Maria" (Arcadelt) "The Three Kings" (Willan), "Silent Night" (Gruber), "An Apostrophe to the Heavenly Hosts" (Willan), "A Merry Christmas" (Warrel).

FRIDAY, DEC. 17

9:45-10 p.m.

PRESIDENT EISENHOWER'S CHRISTMAS MESSAGE TO THE NATION, broadcast from the annual tree-lighting ceremonies from the Ellipse opposite the south lawn of the White House: A mixed chorus and the U.S. Marine Band will offer a selection of Christmas carols.

المريدية الأراشية وترسيه فالمدرية

	. 1°	P. 2 million	
1	, r. ··· Trijke	- 12 + 6 +	E al

(1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)
 (1)

and the second second second

	ests C.			
M.C. The	: 52	- 193	QV -	2217

a late a materiale

SATURDAY, DEC. 18

10:30-11 a.m. (network except WRCA)	LOUISIANA STATE UNIVERSITY CHOIR Concert of Christmas music by a 64- voice mixed choir directed by Dallas Draper. Foreign students of the University will offer Christmas greetings in their native languages. Musical selections will include "The Cherry Tree Carol" (Arr. Parker-Shaw), "Fum Fum Fum" (Arr. Parker-Shaw), "Bethlehem Town" (Warlock), "Carol of the Birds" (Arr. Parker-Shaw), "Christ Was Born on Christmas Day" (Arr. Parker-Shaw), "So Blest a Sight" (Arr. Parker-Shaw), "Luther's Cradle Hymn" (Arr. Ringwald-Shaw), "God Rest You Merry, Gentlemen" (Arr. Ringwald-Shaw), "Alleluia! Christ Is Born" (Luvaas), "Song of Mary" (Fisher).
11-11:30 a.m. (network except WRCA)	THE POOR RELATION'S STORY Eric Portman stars in this adaptation of the Charles Dickens story of the poor relation who visits his family on Christmas and describes with a mixture of pathos and humor the picture other people must hold of him and his life. Presented in cooperation with the British Broad- casting System.
<pre>ll:30 a.m 12 noon (network except WRCA)</pre>	BOWLING GREEN (OHIO) STATE UNIVERSITY CHOIR Concert of Christmas music by choir of mixed voices under direction of Dr. James Paul Kennedy. Musical selections will include "The Shepherd's Story" (Dickinson), "Jingle Bells" (Arr. Pierpont- Marlowe), "Carol of the Bells" (Leontovich), "Mary Had a Baby" (Dawson), "God Is with Us" (Kastalsky), "A Merry Christmas" (Warrel), "White Christmas" (Berlin), "O God, Our help in Ages Past" (Mueller), "All Breathing Life" (Bach), "Blessing, Glory and Wisdom" (Bach), "Praise to the Lord" (Christiansen), "Serenade in the Snow" (Nagler), "My Lord, What a Mornin'" (Negro Spiritual), "Beautiful Savior" (Christiansen) "Voix Celestes" (Alcock), "Christmas Hymns for Mixed Chorus" (Arr. Fred Waring).

(more)

STREET, MARTINE

	a f		-08	:
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	10100	1	Lind	(195)

- ELCHD STECRATINE STEL OUR CONT and feet you have a series of some a series The stand of a same as the Lond The Store LEAN VILL CH . Personnes Atton 1st. AL DUR GUTTE La letter and a l'antitation and an antitation and a second a se (in) is when stern) is is it is to The second as an electron to a - TREET OF , NO -TELLA Lined - Diovinti . CL. Distance (... El ... A L ... to proce (council more at taited

11-11:00

(ADTI JUDOLE JUDOLUGA)

1:30 a.n. - 12 no. . . (net erv elecot 7.1)

TO DAY WARD LONG CONTRACTOR OF MENT The sumption is the second of a start LI MOLE OF DE CLECE UNIEL Licetion of a Jack Part is the noticely enterna anti-anti-anti-anti-anti-Lief and a Star " (itelinson) Automotion), "carol of the Balls (Darry), 'L. M. a. S. M. (IC. M. J. (D. M. C. M. Cor stread (Tean), "Door and Aul on Ares Loss (surfron), "All Fact all' (los , still, sto , and Unice (dines) south fire on U to south (dines) south fire on U to south (dines) south (dines) dest Lano" (dunch) "usses an al." Man Top Maser Weren Care, Fred - I LAPSES

(====)

SATURDAY, DEC. 18 (CONT'D)

12:30-1 p.m. (retwork except WRCA) "THE NATION'S CHRISTMAS TREE" --Radio-TV star Ralph Edwards will be narrator for a dramatic fable of the world's oldest and largest tree. The program will feature music of Delius and Richard Strauss. L. N. Petersen, Mayor of Sanger, Cal., will deliver a brief Christmas message.

CHRISTMAS IN ARKANSAS -- The

Arkansas State Capitol dome-

College of Pine Bluff, Ark.

lighting ceremonies broadcast from the steps of the State Capitol in Little Rock. Bob Buice will describe the Christmas parade and

Nativity scenes. C. Hamilton Moses, chairman of the Arkansas Economic Council, will deliver a Christmas message. Carols by the choir of the Agricultural, Mechanical and Normal

5-5:30 p.m. (network except WRCA)

5:30-6 p.m. (network except WRCA)

6:30-7 p.m.

THIS IS NOEL -- A noted screen star will read the Christmas story in this special program featuring the 350-voice mixed Youth Choir of Los Angeles. The choir will perform Fred Waring's "Night before Christmas" and "This is Noel," written by Kathryn Davis. Norris Poulson, mayor of Los Angeles, will convey the city's greetings to the nation. G. Malcolm Groher will conduct the orchestra and choir.

THY KINGDOM COME -- Harriss Hubble directs his brass and voice choirs in a program of Christmas music; Ray Middleton reads the Messianic prophecy from the Biblical Book of Isaiah. Music will include "Hark, the Herald Angels Sing" (Mendelssohn), "We Would See Jesus" (Cushman), "As with Gladness Men of Old" (Kocher), "O Come, O Come, Emmanuel" (Traditional), "Song of Miriam" (Traditional), "The God of Abraham Praise" (Traditional), "O Holy Night" (Adam).

(more)

(TATATION BE , DET , TATATION !!!

<pre>P*.U-1 m.1. retto = verta fille, its contrast fille retto = verta fille retto = verta fille retto = verta fille file Dile retto = verta fille Pstoreen, kards of long at its retto = verta retto = verta fille retto = verta fill</pre>	45
->>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	
<pre>>> Job J D.M. Met.ndik accept 1/PCAN Met.ndik accept Met.ndik acc</pre>	
100-7 P.M VIIII VII VII 	٦;

(020.)

(Cool not contract to contract

- (- 50) main (10H G

2-2:30 p.m.

SUNDAY, DEC. 19

10-10:30 a.m. NATIONAL RADIO PULPIT -- "The Heart of Christmas" is sermon subject for Dr. Ralph W. Sockman, presiding minister of "National Radio Pulpit" and pastor of Christ Church (Methodist), New York City. Harriss Hubble directs his brass and voice choirs in Christmas music.

> THE CATHOLIC HOUR -- The Rev. Eugene Burke of the Paulist Fathers, St. Paul's College, Washington, D.C., speaks on "The Same Forever," one of a series of talks on the general theme "In His Likeness." Musical selections by the St. Bonaventure Chorus of Cincinnati, Ohio.

2:30-3 p.m. (network except WRCA; WRCA only, 6:30 p.m.) ANTHOLOGY -- "Poetry for Christmas," with Fleetwood as host, recordings by Dylan Thomas and Edna St. Vincent Millay. Thomas is heard in his "A Child's Christmas in Wales"; Miss Millay's voice is heard in her "Ballad of the Harp Weaver."

3-5 p.m. WEEKEND -- John Chapman, drama critic for the New York Daily News, will present an excerpt from Barrie's "Peter Pan" and interview Mary Martin, who is currently starring in the play on Broadway. Bill Bales will tell how "The Night before Christmas" came to be written. Betty South, magazine writer, will give a personal report about the spirit of Christmas.

6:30-7 p.m. (network except WRCA) ST. OLAF'S COLLEGE CHOIR OF NORTHFIELD, MINN. -- Concert of Christmas music directed by Olaf Chris Johnson.

.

-11'03 CC:112-DC

PL . D. F. . YL ...

THE CATHOLIC HOUR ~~ The Hev: Ungame surves of the Faullet Forhous St. Parties collet, Washing, out of a narles of 'cluston is gamentations in the st. Washel arithme 'There St. Fonarusture Chorut of Cincinnet O'Le,

2:30-3 p.m. ARHOLOGY -- "Foetry for Christian (networt encent WICA" WECA chily 0:20 p.m.) by Dylan Inchair and Fina SL. Vincon Allie. The School in a start in Allier' value is heard in technology Miller' value is heard in technology

WinterD -- John Chapman, Grama cout o for the Novirri onll Nows, miliprease an arcespt free Larris Stroter an arcespt free any Arche was in and in a ca star of the the she is corrental stall also lite in the sources bole of milesee" are to be write after of Shilators.

> (network exector/WAA) ST. CLAIN CLICE COCORE OF (network exector/WAA) ST. CLAIN, CLIN, -- Concert of On. stan work directed by one Cline Johnson.

> > (11-11)

MONDAY, DEC. 20

9-9:30 p.m.

THE TELEPHONE HOUR -- Blanche Thebom, Metropolitan Opera mezzosoprano, is soloist in a program of Christmas music with the Bell Telephone Chorus and Orchestra under Donald Voorhees's direction. Miss Thebom and the chorus will sing Malotte's "The Lord's Prayer," and a group of favorite Christmas carols. Miss Thebom's solos will be "Vespers," by Fraser-Simson, and a little-known Negro Christmas carol, "A New Christmas Morning, Hallelujah." The chorus will be heard in "Break Forth, O Beauteous Heavenly Light" from Bach's "Christmas Oratorio" and "The Shepherd's Farewell to the Holy Family" from Berlioz' "L'Enfance du Christ." The orchestra will play excerpts from Tschaikowsky's "Nutcracker" Suite.

9:30-10 p.m.

CITIES SERVICE BAND OF AMERICA --Paul Lavalle will direct the Band of America in a program of Christmas music, including "The Melody Shop" March (King), "Sleigh Ride" (Anderson), "The Children's Parade" (Lavalle), "Hallelujah" Chorus from "The Messiah" (Handel). James Burke will be trumpet soloist with the band in "O Holy Night" (Adam). The vocal quartet will sing "Round the Glory Manger" (James).

TUESDAY, DEC. 21

9-10 p.m.

LUX RADIO THEATRE -- Edmund Gwenn stars in "Miracle on 34th Street," comedy-drama of a department store Santa Claus.

Station 212 - 2

MODAL -- PURT DELTATION - manage and an an internation of the the second of the second get and the second get region in the second second The state of the second state of the second The second and a second with the Acres 1 a. Front of Prototol Landar ... http://www.colocity.col colocity.c A A LOLO The set the "France Frank O Dok to State Incovally "is a second of the second - Carlis "A there is the set of the set in the set in the set of we set to the set back so and the set police of the second states of the second

ollat, Ulas Sel

- C. C. S. - 1

THE OWNER WATCHING THE

THE TRUE , DEC. F.

9-10 p ...

(310.1)

TUESDAY, DEC. 21 (CONT'D)

10:30-11 p.m. (network except WRCA) UNIVERSITY OF REDLANDS "FEAST OF LIGHTS" -- Concert of Christmas choral music by the University of Redlands Choir of 145 voices. Dr. George Armacost, president of the university, will deliver a holiday message. Fred Fost, a pre-ministerial student at the University, will be narrator. Musical selections will include "Even So, Lord Jesus, Quickly Come" (Manz), "Magnificat in D Minor" (Walmisley), "O Winter Sun, Wrap Mary in Your Warmth" (Gross), "A Virgin Unspotted" (Billings), "Sleep, Holy Babe" (Abbey), "The Lutebook Lullaby" (Williams) and "It Came upon the Midnight Clear" (Traditional).

WEDNESDAY, DEC. 22

BALTIMORE & OHIO CHORUS presents a 10:30-11 p.m. performance of Vivaldi's "Gloria" (network except WRCA) -- Jean Higdon, contralto, will be soloist in this performance, which will feature the combined Baltimore and Ohio Men's Glee Club and Women's Music Club, 120 mixed voices, under direction of Dr. James Allen Dash. The orchestra will be composed of members of the Baltimore Symphony. The "Gloria," composed early in the 18th Century, remained unknown until the 1930s, when it was rediscovered and recognized as an authentic masterpiece.

FRIDAY, DEC. 24

5:30-5:45 p.m.

HOTEL FOR PETS -- Mr. Jolly trims the hotel Christmas tree and all the guests join in singing Christmas carols.

A CHORAL FANTASY FOR CHRISTMAS --Concert by a 100-voice choir and orchestra.

9:30-10 p.m.

Whiteman a decuty older - 1

(alanas) is the planter

10:130-11 p.d. (netavote econery UNCA)

content of the status of failed and the status of failed and the status of the tail of the status of the tail of a status of the status and the status of the status of the status and the status of the status of the status and the status of the tail of the status of the status of the tail of the status of the status of the tail of the status of the status of the tail of the status of the status of the tail of the status of the status of the tail of the status of the status of the tail of the status of the status of the tail of the status of the status of the tail of the status of the status of the status of the tail of the status of the sta

SI WERE CARE ALL STORES THE STORE

135 . 165 . . Marten

(Acad is come show and)

A control (M. 20) prospins a
A control (M. 20) prospins a
A control (M. 20) (M. 1)
A control (M. 20) (M. 1)
A control (M. 20) (M. 1)
A control (M. 20) (M. 20) (M. 1)
A control (M. 20) (M. 20) (M. 20)
A control (M. 20) (M. 20)

3:30-5:09 p... 500 cofel Christian (Christian (Christi

FRIDAY, DEC. 24 (CONT'D)

10:45-11 p.m. CHRISTMAS ROUND THE WORLD -- Holiday (network except WRCA) messages from the world's capitals. 11:30 p.m. - 12 mid. THE FIRST NOEL -- Harriss Hubble (network except WRCA) will direct his brass choir in a selection of carols. The story of how St. Luke came to write his Gospel will be dramatized. (Produced in cooperation with the National Council of Churches). 12 mid - 1:45 a.m. PONTIFICAL MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL, the nationally famous Catholic church on Fifth Avenue, New York. Midnight Mass,

Avenue, New York. Midnight Mass, said "in nocte" (during the night), is one of the three Proper Masses of the Feast of Christ's Birthday. His Excellency the Most Rev. Joseph F. Flannely, Auxiliary Bishop of the Archdiocese of New York and administrator of St. Patrick's Cathedral, will offer the Mass. The Very Rev. Msgr. Edwin B. Broderick will deliver the sermon.

CHRISTMAS DAY, SATURDAY, DEC. 25

10-10:30 a.m. (network except WRCA) CONCORDIA TEACHERS' COLLEGE CHOIR OF RIVER FOREST, ILL. -- Concert of Christmas music by choir of 80 mixed voices under the direction of Victor Hildner. Selections will include "Christmas Fanfare" (Hildner), "Christmas Comes Again" (Arr. Christiansen), "Listen, Lordlings" (Trad.), "The Twelve Days of Christmas" (Arr. Nightingale), "Born Today" (Sweetlinck), "Fum Fum Fum" (Arr. Parker-Shaw), "Come Rejoicing" (Schultz), "Masters in This Hall" (Shalk), "Slumber Softly" (Dosien), "O Leave Your Sheep" (Kitson), "Carol of the Drum" (Davis), "Silent Night" (Gruber), "O Come, All Ye Faithful" (Trad.), "Fanfare for Christmas Day" (Shaw).

(JIT 30) 18 , 200 , 72. TIN)

 - 30111	al. or of	ROLL'S I	- 1 " ·		·	30:45-11
2.2.071072	2111.00	211-20-45	aagooda.	1.0	1 00	LADWOER)

- The High of the Marrise Hohile White test is 'n up cool. A structure of courses. The sector of the sector of the matter of the operation will all of the controls. (From co the formation of the sector.
- interval interval who have a set interval interval who have a set interval interval who have a set interval interval interval who have a set interval interval who have a set interval inte

. .. CHE - bist RI

1:30 p.s. - 12 c.a.

CLUTESSALS DALL, STRENGT, 1.7. C.

<pre>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>></pre>		.6 - 1. ;5 ./ 1. / . / . / . / . / . / . / . / . /

. (.)

CHRISTMAS DAY, SATURDAY, DEC. 25 (CONT'D)

10:30-11 a.m. NEW CHRISTMAS DIMENSIONS IN MUSIC --(network except WRCA) Concert by the NBC Chicago orchestra. 11-11:30 a.m. THE LONELY CHRISTMAS -- A program (network except WRCA) telling in folk song and narrative of the many persons who are lonely at Christmas because they are set apart from their fellowmen by natural physical barriers, by poverty, by fear, by solitary employ-ment. Presented in cooperation with the Lutheran Laymen's League, the program recalls in modern terms the loneliness and trials which beset those who were the central figures in the first Christmas. AUSTIN (TEXAS) HIGH SCHOOL CHOIRS --11:30 a.m.-12 noon (network except WRCA) Concert of Christmas music by the mixed choir and the Bel Canto

Spiritual).

agricultural program.

12 noon-12:30 p.m.

12:30-1 p.m. (network except WRCA) MONTANA STATE UNIVERSITY CHOIR --Concert of Christmas music by a Choir of 65 mixed voices under direction of Lloyd Oakland. Selec-tions will include "Gloria in Excelsis Deo" (Shaw), Chorale, "Be-side Thy Cradle Here I Stand" (Bach), "Adoramus Te, Christe" (Mozart), "God Comes from His Heaven Today" (Schein), "Wassail Song" (Arr. Vaughan Williams), "How unto Beth-lehem" (Trad. Italian), "Angels We Have Heard on High" (Arr. Wasner), "Greensleeves" (Trad. English), "I Saw Three Ships" (Trad English), "I Saw Three Ships" (Trad English), "Alleluia" (Schwab), "The Three Kings' (Willan), "Hodie Christus Natus Est" (Sweelink). MONTANA STATE UNIVERSITY CHOIR --

Singers of the Stephen F. Austin

High School, Austin, Tex. Selection: will include "O Come Little Children'

(Hassler), "A Christian Chant" (Wilson), "Now Thank We All Our God" (Bach-Muller), "Beautiful Savior" (Christiansen), "Cherubim Song"

Glarum), "Abide O Dearest Jesus" Hassler), "A Christian Chant"

(Glinka), "Three Kings" (Willan),

"When Christmas Morn" (German Folk Song), "Sleigh Ride" (Anderson),

"Go Tell It on the Mountain" (Negro

NATIONAL FARM AND HOME -- Traditional

Christmas music has been scheduled for the holiday broadcast of this

(CONTRACTOR OF THE SECTOR OF CONTRACT

•.	(10: J - 11 (n=1 - 11
	(ALTRIA	CC + 1 5 - 2 - 5

MOON SLA . R. & LY, LL (A) 0053 2. 0/: U.) the second second

1. NOCO-12:30 N. ...

1- GT : 51

AT. ST & SDIJCL!

- mut. Mr. align in the second state of the a strategy of the second se

The spectra of the second second second splitting the role was was numbered to Liente the this one with putter and the the site take parts and est pitch to and the solution of the solution of the the interstation is stirling for when And the second state of the second for the second state of the Pile second state of states and trated to and the shirts and the the state of the second s - BOAT LOOK AND THE WAR OF BEILDING

ALL A JOR DR. HOLE (LALES) NTERIA and the ball of th molecule is a start to the second of the sec Cheven "Responsion of the state of L. L. L. Minister

and the second state the second state The of the formed and the set The culture is the second

(TETE)

CHRISTMAS DAY, SATURDAY, DEC. 25 (CONT'D)

1-1:30 p.m. (network except WRCA)	ROYAL CHORAL CHRISTMAS CONCERT Portion of the annual Carol Concert given by the Royal Choral Society, directed by Sir Malcolm Sargent, in Albert Hall, London. The huge auditorium is packed from floor to gallery for this annual event. Frank Phillips will be commentator.
1:30-2 p.m.	CHRISTMAS IN SAUTER-FINEGAN LAND Concert by the Sauter-Finegan orchestra.
2-2:30 p.m.	CHRISTMAS SALUTE FROM ENGLAND Ted Heath and his orchestra.
2:30-3 p.m.	AN AIR FORCE SYMPHONY CHRISTMAS.
4-4:30 P.M.	VASSAR COLLEGE CHOIR Concert of Christmas music.
4:30-5:15 p.m.	AMAHL AND THE NIGHT VISITORS Performance of Gian Carlo Menotti's opera, with the composer himself introducing the original recorded version of his work. Chet Allen sings Amahl.
5:15-5:30 p.m.	CHRISTMAS MESSAGE FROM QUEEN ELIZABETH II.
5:30-6 p.m.	CHRISTMAS 1954 Fred MacMurray and Glenn Ford are among the noted Hollywood screen stars who will appear in this program, produced in cooperation with the Los Angeles Presbytery. MacMurray will read the Christmas story from the New Testa- ment; Ford will read a Christmas prayer. Dr. Ganse Little, minister of Pasadena (Cal.) Presbyterian
	Church, will deliver a Christmas message. Soprano Lucille Norman will sing with the NBC Hollywood orchestra directed by Robert Armbruster. The Pasadena Presby- terian Church choir of 60 voices will sing carols.

CHRISTING DOG, SATORAL, OTO, 29 (DO. 213)

1-1:50 p.H. (network except WCA)	<pre>It if if it it it it if it it</pre>
1:30-2 p.m.	CHETCHAR T LACES TIMECAN AND Cricol Dy TL Stater-Pinsci Colorida
	CELERAM ENGLISSE ENGLISSE CELERAM ENGLISSE EN LO LE LE LE CONCIDENCIO.
	AND AND YEAR ALL ALL ALL ALL ALL
obset in the stand	90 MILLION - FROMO STATUS
4:57-5:15 p.m.	<pre>ALLE AND 21 FTOHE VIEL '046 + ILLEDIME CARE CARLO AND L'S ALLEDIME CARLO A</pre>
. 5:15-5:30. p. m.	MARINE FICE A START FROM A MERINAL CONTRACTOR AND A MERINAL AND AND A MERINAL AND
.n.g d-cg:z	<pre>Minimum and an and an and Minimum and another and appear in this proper as produced a copy added with the invalues of an copy. Active invalues of Rate in the local and a vision of Rate in (or .) respective conternant on fractions of and with the rest a for conternant (or .) respective to the invalues of the formation of and the formation of a state of the formation of a state of the formation of the formation of the formation.</pre>

CHRISTMAS DAY, SATURDAY, DEC. 25 (CONT'D)

6:30-7 p.m.

THY KINGDOM COME -- Program of Christmas music scored for brass and voice choirs, Harriss Hubble directing. Ray Middleton will read the words of the Bible.

8-8:30 p.m.

3-5 p.m.

CONVERSATION -- "Christmas" is the subject for table talk by Clifton Fadiman and his guests: author Emily Kimbrough, author-publisher Bennett Cerf, and Commander Edward Whitehead.

SUNDAY, DEC. 26

12 noon-12:30 p.m. (network except WRCA) CAROLS OF CZECHOSLOVAKIA -- A concert of Czech carols broadcast in cooperation with Radio Free Europe.

WEEKEND -- Joseph T. Boone, administrative officer for the Veterans' Administration, will tell how the public, through clubs and other organizations, responded with money to give Christmas parties for 110,000 hospitalized veterans in 178 hospitals from coast to coast. He will thank the public officially.

SATURDAY, JAN. 1

10:30 a.m.-12 noon (network except WRCA) HANDEL'S "MESSIAH" -- A live performance by the Keesler Air Force Base mixed chorus and orchestra of Biloxi, Miss. The 128-voice chorus is made up of airmen, nurses and WAFS. Airman First Class Glen Draper, founder of the chorus, will direct the performance. The program will be presented in cooperation with the Air Force.

SUNDAY, JAN. 2

6:30-7:55 p.m.

BERLIOZ' "L'ENFANCE DU CHRIST" --Performance in National Cathedral, Washington, D.C., by soloists and the National Symphony Orchestra of the Berlioz oratorio. Soloists will be Jane Hobson, David Lloyd, Mac Morgan and Kenneth Smith. Paul Callaway, the Cathedral's organist and choirmaster, will conduct.

NBC-New York, 12/10/54

1.3184

an and the source of the source of the The LLSTLE FOR DECREDING UNBRUGER BL. P - ante mane whit fait with a stand of the der in a the matter well bear e i se i i NORGE OF LIGE I LELE.

development of the state of the walk in he silds allos tool too List to the presence with the station. Supposed to anticated the test street at the the OLES, RED CONSTRUCT TODATIONS CHE . 122.0

Called and a State and and (AUTION STE PORTER)

• •

· State State .St. 0 8.

The I go I'm

in a life ?!

- That Y LOTT

A -- AIMAVCILONDEN DI PRIMI FLAND TOUGHT REPTON ALOF AND WILDER . SCORE UNT GLUPT TUL ROLLEMONDO -1. study ... saust ... Search - The same affinity for the We were as ordered first from anothers with the

. is to inc officent outs , libba Y TON LAIP LEAST GEOR B. B. B. D. TO 203 BARTER LOWARTER OVER 30 stind approver traiting of the contract and the second the second at the standard The sharts sublic static static static

C. LAS TO CONTR

. 10:00 01+ : M. 1 05:01

DV11 A -- "WITCETH" BHISTMAL COLFERENCE DISCOMENCE DISCONDERS AND STREET Balantining and and antipelerin of diller, lace, the shear the cao an recture the i structure in gal states C. D. Stand C. Stall PROJECT . Start Designed, and to rearries, as seen as the constant of at "et and so first . SOTOT TLE SIL

- CONTRESS OF STRUCTURE OF CONTRESS Perionsurge . 1 provide to some page ins instated of the metrical the states of the spinar states in the Charles inces car corton. Nolviste 111 turd antimeter mer babars. stingto a fornation of a grantfer South of Lity , 193. Bullette Fint

and to rate, 12/20/54



CAST AND CREDITS FOR 'AMAHL AND THE NIGHT VISITORS'

Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors," for which he wrote the text and music, will be presented by the NBC Opera Theatre on the HALLMARK HALL OF FAME <u>Sunday</u>, <u>Dec. 19</u> (NBC-TV, 5:00 p.m., EST).

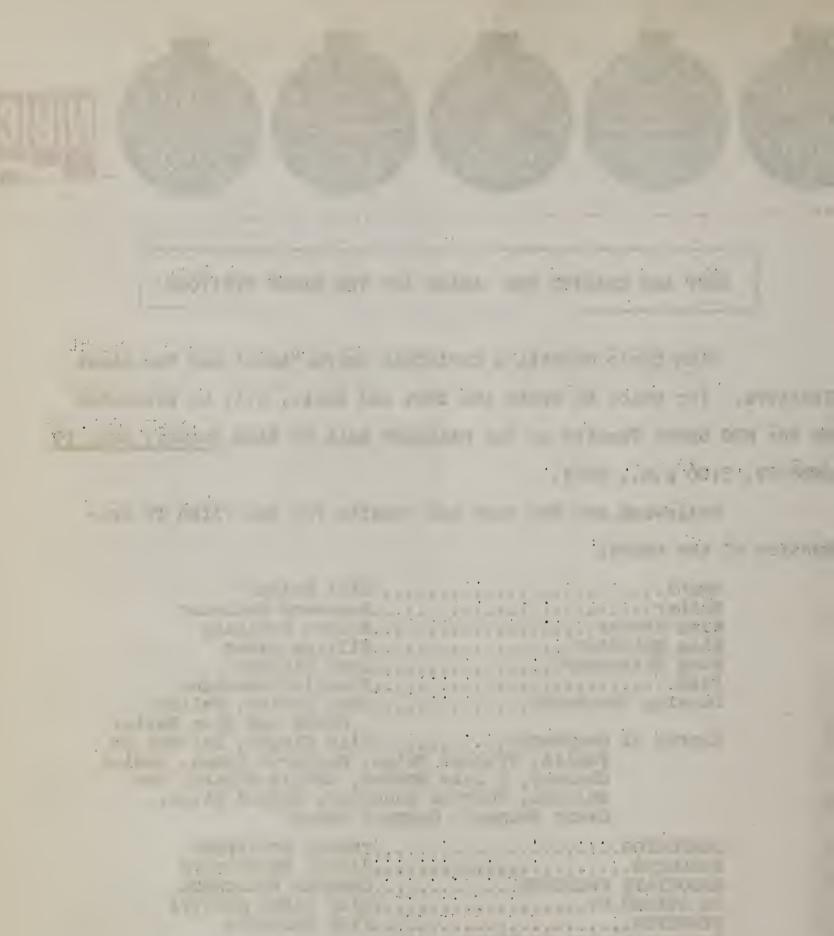
Following are the cast and credits for the fifth TV production of the opera:

> Amahl.....Bill McIver Mother.....Rosemary Kuhlmann King Kaspar Andrew McKinley King Melchior William Aiken King Balthaser Leon Lishner Page.....Francis Monachino Dancing ShepherdsJohn Butler, 'Felisa Conde and Glen Tetley Chorus of Shepherds.....Lila Caputo, Delores de Puglia, Frances Paige, Margaret Tynes, Eudice Charney, Alicia Fraser, Carole O'Hara, Ben Bajorek, Charles Kuenster, Roland Miles, Dawin Emanuel, Sigmund Mezey CONDUCTOR THOMAS SCHIPPERS PRODUCER.....SAMUEL CHOTZINOFF ASSOCIATE PRODUCER CHARLES POLACHECK AS STAGED BY GIAN CARLO MENOTTI Production and Costumes designed by Eugene Berman Choreography John Butler Audio Director.....George Voutsas Assistant Conductor Rudolph Fellner Associate Director Gertrude Rosenstein Makeup.....Bob O'Bradovitch

> > _____

NBC-New York, 12/10/54

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



and the second



December 13, 1954

7 OUT OF TOP 10 SHOWS ON NBC-TV ---NBC-TV, for Fourth Consecutive Time, Dominates Nielsen List Of Programs Reaching Most Homes in Nation

For the fourth consecutive time this Fall, NBC-TV programs dominate Nielsen's list of the top 10 shows reaching the most homes throughout the nation:

The national audience counting service, in its latest survey, ranked seven NBC-TV shows among the top 10, with the network's nearest competitor gaining the remaining three places.

NBC-TV's color Spectaculars continued to make the top 10 survey, with "Fanfare," the only Spectacular falling in the latest rating period, winning seventh place. All the network's color Spectaculars rated to date have been of top-10 caliber, commanding an average audience of 31,000,000 viewers for each show.

The "Steve Allen Show," a special program seen at 8 p.m., Nov. 9, rated eighth place on the newest Nielsen list.

The top 10 shows on a homes-reached basis for the two-week period ending Nov. 13 are:

AREA TO A DESCRIPTION OF A DESCRIPTION O

1.571 EL 1-

· ··...

.

1. I Love Lucy14,074,000
2. DRAGNET
3. YOU BET YOUR LIFE13,221,000
4. Toast of the Town12,899,000
5. Jackie Gleason Show12,777,000
6. BUICK-BERLE SHOW12,463,000
7. FANFARE
8. STEVE ALLEN SHOW11,581,000
9. THIS IS YOUR LIFE11,549,000
10. FORD THEATRE

The Nielsen ratings for the same period:

0-

1.	I Love Lucy	
2.	DRAGNET	
3.	BUICK-BERLE SHOW48.4	
4.	Jackie Gleason Show47.2	
5.	Toast of the Town46.1	
6.	YOU BET YOUR LIFE45.7	
7.	FANFARE41.9	
8.	THIS IS YOUR LIFE41.5	
9.	STEVE ALLEN SHOW41.3	
10.	Disneyland41.0	

NBC-New York, 12/13/54

5. 1.0V 1.000	. 0
DRACHTER	. 5
000.100	ĺ.
000.23.51Ltol and to stor	. 1
000.377.01	
000.JUN.St	. ā
100, 117. III	. ٣
0.0.133,11 58 6.234 9VE10	.0
THIS IS YOUR INFINITIANON SI SINT	. @
GOLIDE ANTY OTT GHAT	. OI
trac where with mer wind or used	U +
8.09	e d.
DRAGNTE	2.2
4.8"	
	. /

Y. C. STOL - I MONTER TO STORE ...

2.18,.... StLLIUOL 21 2107 . 5

C. CHEVE ARE CHERRICH

we as we in the $\left(\hat{\xi}_{ij}^{(1)} \right)_{ij} \in \mathcal{A}^{(0)}$ is the set

MELLEL STEY ADA - TEN

: 5.5



December 13, 1954

'WAY OF THE WORLD,' MONDAY-THROUGH-FRIDAY DRAMA SERIES OF WORKS BY LEADING AUTHORS TO START ON NBC-TV JAN. 3 Each Story to Be Told in 6 to 15 Episodes Depending on Type

WAY OF THE WORLD, a distinguished new concept in daytime television, will be introduced on NBC <u>Monday</u>, Jan. 3 (10:30-10:45 a.m., EST) when dramatized stories will be presented in from 6 to 15 episodes each.

(more)

JOYLAND TOYLAND

"Toyland, Toyland, little girl and boy land" sings Dennis Day in one scene of the holiday season production of BABES IN TOYLAND (NBC-TV, 9 to 10:30 p.m., EST) on <u>Saturday, Dec. 18</u>. The Max Liebman Spectacular in compatible color will boast not only the beautiful Victor Herbert songs but the presence of such talented performers as Dave Garroway, Jack E. Leonard, Jo Sullivan and special guest Wally Cox. For a special treat for the children, Bil and Cora Baird's puppets will be on hand. The series will be seen on standard sets in black and white.

and the second s

Seen Mondays through Fridays, 15 minutes each day, the new format is designed to resemble more closely the magazine technique of presenting complete stories in serial fashion. The Borden Company will sponsor the series on Mondays, Wednesdays and Fridays each week through the Young & Rubicam advertising agency.

The work of leading authors of short stories and TV dramas will be represented on the show. The roster already includes Harry Junkin, noted for half-hour dramatic shows on nighttime television, and Neila Gardner White, whose Good Housekeeping story, "The Bewitched Spinster," will be produced on this series.

In addition, every effort will be made to secure high calibre actors and actresses who previously were not available for long-term contracts on daytime shows because of Broadway commitments, but who will be free to do short-term acting assignments.

Each dramatic vignette will be told in the number of episodes that the story material merits, omitting the need for stretching or condensing plot lines and offering a greater degree of flexibility to authors, actors and producer. "Way of the World" will make use of many different locales, emotional situations and distinct characterizations to provide varied types of entertainment.

Gloria Louis, cast as Linda Porter who will introduce each episode and present commercials, will be the only permanent personality connected with the program. Miss Louis' professional background includes motion pictures, dramatic television shows and numerous commercial assignments.

The series will be produced by Therese Lewis, who will also serve as script editor, and Frederic Carr will direct.

____0

NBC-New York, 12/13/54 FWK

IDDaol of Te gell" - G

Permate La construction to paregis protocolarie 15 of rules and a degree for an and the start of a manual La construction and a contraction of a start of a manual La construction and a contraction of a manual La construction and the start of a manual La construction of a manual La construction of a construction of a start of a start of a construction of a start of a sta

'dest words of issually evidences of momet sported by sportal able of referenceshod on blue of any R models should black and the Referenceshood on blue of any R models should be black and Referenceshood on black and a start of an advestice collegistation, and heile developer allows of an it and reparts story 'from Reveloped others and heile of any and a start black and story 'from Reveloped advectors.' all the resultance of a start back and story 'from Reveloped others and 's the resultance of a start back and story 'from Reveloped.'

In this set inter and some prediction will be a mathematic will be and the set of the se

Contraction of the sign of the off, and the advance of aptroaces and the story satisfies and the distribution of the same of the second effort the close first and side size of the source of the second and off and the source of the source of

GLOCTIN Logical, and will will be the who will increase attach an propert acm within 150 to a subout permanent permanent concluse with the pressure, the logical function of anong out its floore method permanent when the effected in the out of a congraduation methods method as the second of a subout of a state of the submethods.

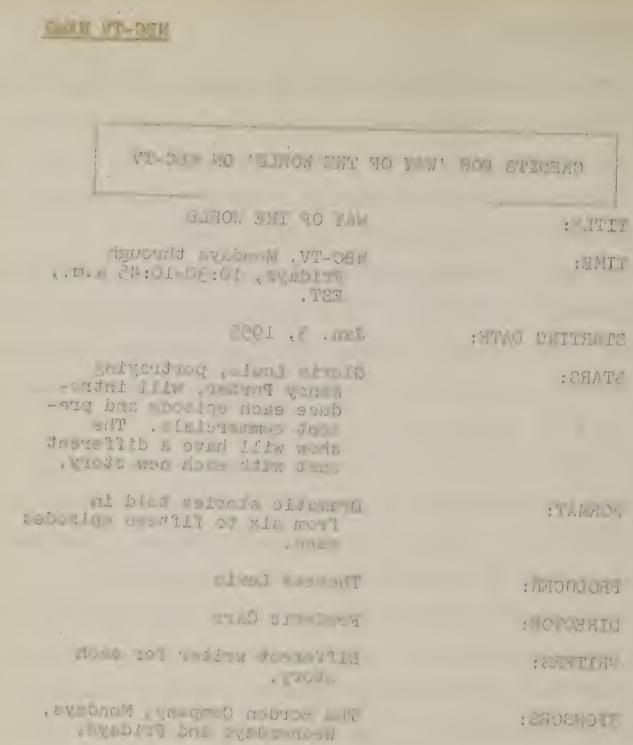
The sector will be presented or the recent of the will the sector and the sector

.

CREDITS FOR 'WAY OF	THE WORLD' ON NEC-TV
TITLE:	WAY OF THE WORLD
TIME:	NBC-TV, Mondays through Fridays, 10:30-10:45 a.m., EST.
STARTING DATE:	Jan. 3, 1955
STARS:	Gloria Louis, portraying Nancy Porter, will intro- duce each episode and pre- sent commercials. The show will have a different cast with each new story.
FORMAT:	Dramatic stories told in from six to fifteen episodes each.
PRODUCER:	Therese Lewis
DIRECTOR:	Frederic Carr
WRITERS:	Different writer for each story.
SPONSORS:	The Borden Company, Mondays, Wednesdays and Fridays.
AGENCY:	Young & Rubicam

-0---

NBC-New York, 12/13/54



1

Young & Rubit M

BRIED ST NIGHT WAR-DOW

SPECIAL LOOK TV AWARDS TELECAST

TO PRESENT BIG STAR ROSTER

For the first time in its five-year history, Look Magazine's TV awards will have an entire television program devoted exclusively to the presentation ceremonies on NEC-TV <u>Saturday, Dec. 18</u> (8:30-9 p.m., EST).

The half-hour program will have its own producer, director, writer, and Steve Allen, specially selected emcee. Heretofore, the awards were made during a regularly scheduled show.

The program will bring together on one stage television's outstanding performers as determined by a poll of more than 1,000 professionals in the television industry -- producers, directors, television columnists, writers and editors.

who will be onstage in New York to receive their awards, or seen from Hollywood, are:

NBC has won seven out of the 13 Look awards. The winners,

GEORGE GOBEL, best comedian, NBC JACK WEBB, best director ("Dragnet"), NBC FRED COE, best producer ("Television Playhouse"), NBC GROUCHO MARX, best quiz program, "You Bet Your Life," NBC JOHN CAMERON SWAYZE, best newsprogram ("Camel News Caravan"), NBC DR. FRANCES R. HORWICH, best children's program ("Ding Dong School"), NBC EDWARD R. MURROW, best public affairs program ("See It Now"), CBS ED SULLIVAN, best variety program ("Toast of the Town"), CBS ALISTAIR COOKE, best education program ("Omnibus") CBS GARRY MOORE, best master of ceremonies, CBS BISHOP FULTON J. SHEEN, best religious program ("Life is Worth Living"), DuMont

A distinguished representative from the field of sports and one from the field of drama will receive the awards for "Cavalcade of Sports," NBC, voted the best sports program, and the "U.S. Steel Hour," ABC-TV, voted the best dramatic program.

The Toni Company, sponsor of "Place the Face," usually seen in the Saturday night-time spot, will present the special award program.

NBC-New York, 12/13/54

EAL DING DAY

TO NOV IT CONTINUE YOUR SHEPSING

a di s

A COM DIST ITS DAY WHEN IN

and the second second second with a first second second second

To an Di-Bour program will innicially companying and an and an

ແນະ ກິນອຸດຸມນາ ທານໄປ ມີສານທີ່ງ ໃດຮູ້ນີ້ນັ້ນ ບ່ານ 10 ກິນແບບ ນັອຍດາໄດ້ເອົາ ຈະນີ້ມີແລະ ທີ່ໄດ້ໆ ຜູ້ສະບັບຄະນະເສດ 21 ອີງກິນມານີ້ ກິນສາດບໍ່ມີ ການ ທີ່ມີມີດ 1,010 ແລະ ແລະ ການເປັນ ແຕ່ປັກບານການ ການສາວປະທຸ 22 ກັບ ການງານ, 31 ຮູ້ຮູ້ນີ້ການ

de all es coutage in New York to clouve che handed, er in the

A diversationed representation for the least of money and one for the file's of indus wills from the least of the newser, the volume to the represence of the from the least red-T, volume rest where the program.

The Books Monks & Anno Breaking (""Isre in Arani, "Isreity "a blo Antoreas Buthe-or a anes well resourced" a bulli a music a

CREDITS FOR LOOK TV	AWARDS TELECAST ON NBC-TV
PROGRAM:	LOOK 5TH ANNUAL TV AWARDS
TIME:	NBC-TV, Saturday, Dec. 18, 8:30-9 p.m., EST.
MASTER OF CEREMONIES:	Steve Allen
SPOTLIGHTING:	George Gobel, Groucho Marx, Jack Webb, Fred Coe, John Cameron Swayze, Dr. Frances Horwich, Edward R. Murrow, Ed Sullivan, Alistair Cooke, Garry Moore, Bishop Fulton J. Sheen.
PRODUCER:	Barry Wood
DIRECTOR:	John Goetz
WRITER:	Charlie Andrews
MUSIC DIRECTOR:	Harry Sosnik
SPONSOR:	Toni Company
AGENCY:	Weiss & Geller Inc.
ORIGINATION:	New York.

----0----

NBC-New York, 12/13/54

- (DOTE V7- 200)

VI-THE NO TRADUCE DURANA	VT ROA SUB STRONG TO
COMMAN OF DAMAGE NTS NOOT	PRODUCT STRATES
	:20122
No. 1 A Line and A Lin	MARTIN DO CORRENT A
Conversion and a contract of the second Contract and the second of the second contract and the second of the second contract of the second of the second of the second of the second of the second of the second of the secon	STOTATO VITOT:
DOUT TURN	1///SOUNDRY
Jours' fourth	: 20708470
Cruce Ave four 1940 .	: (D)***********
2.2 m	INCOMPTE DISIN
Const Congrady	51 G805004:
, Int solid & males	AGDNC21
$z = -\frac{1}{2} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{j=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{$	1. OTTAMIDIOU

LACENCE , 2007 MAL-DE

GCOLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

20

쑸

(Dec. 19 - 25)

Thursday, Dec. 23 (NBC-TV Network including WRCA-TV) 9-9:30 p.m., EST -- DRAGNET presents a special Christmas drama of a boy's faith -- a story of the theft of a figure of the Christ Child from its cradle in a Nativity setting at a church altar on Christmas Eve. Starring Jack Webb as Sgt. Joe Friday, with Ben Alexander as his associate officer Frank Smith. This drama was first presented on "Dragnet" last Yuletide.

9:30-10 p.m., EST -- FORD THEATRE - presents "Slide, Darling, Slide" with Virginia Field, Allyn Joslyn and Anthony Caruso. Story of an actress who becomes so obsessed with the game of baseball that her career is in jeopardy.

Wednesday, Dec. 22 -- only on WRCA-TV, New York, and KRCA, Los Angeles -- 10:30-11 p.m., New York and Los Angeles times, respectively. The RHEINGOLD THEATRE PRESENTS "Silent Night," the story behind the most famous of all Christmas carols and the monk who wrote it.

NBC-New York, 12/13/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

,• [•]

NBC TRADE NEWS

JACKIE COOPER TURNS TV DIRECTOR FOR 'AMERICAN INVENTORY' PLAY

AMERICAN INVENTORY telecast for <u>Sunday</u>, <u>Dec. 19</u> (12:30 p.m., EST), on NBC-TV. The teleplay by John Latham concerns a dispute between a young rancher and a forest ranger over cattle grazing rights. John O'Hare will be the ranger, Mary Lou Taylor his wife, and Joe Brown Jr., the rancher.

WILLIAM MARTIN NAMED SALES SPECIALIST FOR NBC SPORTS DEPARTMENT

William Martin, account executive for NBC-TV Network Sales, has been named sales specialist for the NBC Sports Department, Matthew J. Culligan, NBC's national sales manager, announced today.

In his new position, Mr. Martin will coordinate activities of the Advertising and Promotion and Sales Departments as regards sports accounts.

Mr. Martin came to NBC in 1951 from Look magazine, joining the Sales Department. In addition to his new duties, he will retain the Gillette, P. Lorillard, Hazel Bishop and Speidel accounts. Mr. Martin, 40, is married, and has two sons. He lives in Darien, Conn.

NBC-New York, 12/13/54

FILL BULLET STA

Addite Cooper Torres TV Dimension For Anshirth TVVMIONT' TAX Film and may etter Justic Cooper will undertake his first assignment as a volution Streator with "Nem of the Format." the ANEXION INVENTORY to react for <u>Statest ten. 19</u> (19:30 p.m., 1937), on MC-2V. The totrpley by John Lechan concorts a dispute velva m a young rancher and a foreat range over cattle presing right. John O Hare will be the react, hary for Taylor at wire, and Joe Frown Jr., the conduct.

Millian Marcin, sonage e consorter Mar-TV Housed Sales, has been named states a constrate for the MBC Society Constituent. Mattnew G. Culligan, MBC's national state manager concepted today.

In his new politics, Me. Limin will socialize activities of his Advertising and Troubled and Sales Scotteneds in Sales aperic accounts.

Mr. M. M. M. M. M. M. M. M. M. 1951 From Look magazine. Mining the Soles Department. In addition to ble row duties, he will relain the Gillette, P. Locillerd, Harel Eacher and Coulor accord. . M. M. M., 40, is marriel, and has two comp. F. Livis in Paris, Comm.

we want the state of the state

ET I stort William



December 14, 1954

'NORBY,' FIRST TV NETWORK SERIES FILMED ENTIRELY IN COLOR, WILL BECOME NBC FEATURE JAN. 5 David Wayne to Star as Inquisitive Banker, with Joan Lorring Portraying Wife, in Family Situation-Comedy Show

PREMIERE

NORBY, the first television network series to be filmed entirely in color, will become a weekly feature of NBC-TV starting <u>Wednesday, Jan. 5</u> (7 p.m., EST). The half-hour family situation-comedy programs will be transmitted in RCA-pioneered compatible color, and will be seen in black and white on standard sets.

David Wayne, star of the Pulitzer Prize-winning play, "Teahouse of the August Moon," will make his TV debut in the title role of "Norby." Joan Lorring, who has appeared on many radio and TV programs and who won the Donaldson Award for her performance in "Come Back, Little Sheba" on Broadway, will portray Wayne's wife in the series.

"Norby" will be sponsored by the Eastman Kodak Company, which will make its first venture into TV with this series. J. Walter Thompson Co., is the agency.

The new series was created by David Swift, who originated the two popular TV series, "Mr. Peepers' and "Jamie." Swift will produce and direct the writing of "Norby," which will be directed by the theatre's versatile Richard Whorf.

CONTRACTOR DURING

- 11 011 -----

2 - 'Norby'

As Pearson Norby, Wayne plays the role of a family man and small-town banker whose friendly curiosity about his surroundings leads him into unusual, but believable, situations in the development of the warm and humorous story.

Wayne will continue his Sakini role in "Teahouse" while filming "Norby" during the day. The young actor became an established star with his outstanding success on Broadway as the leprechaun in "Finian's Rainbow." His credits include the role of Ensign Pulver in "Mister Roberts" and starring roles in such films as "How to Marry A Millionaire," "Adam's Rib," "With a Song in My Heart" and "Wait 'Til the Sun Shines Nellie."

---0----

NBC-New York, 12/14/54

And Pearson Provide Alary, Rean Alars and an a family and and and Alarson bounds information surgering charter the antarounding and his into into any only paid optication in the development of the ware and summand story.

"A grow will " allow his 3014ni role in "Tokroulo" waite (it ing "horor" during the day. The groups and the became an established arth with the enterenting more a on inguidway at the febriocheun in "Finian's with two "it condite include the more of Ensign Pulyer to "Mister Roberts" and at maing roles in each film, to "How to Mire 1 Militoraire," "Adamis Rit," "With a Song in My North" and "Wait 13 the Sun Shines Nelife."

Astrice Forly, 12/14/54



December 14, 1954

HORACE HEIDT, NOTED DISCOVERER OF NEW TALENT, WILL TREK CROSS COUNTRY WITH "SWIFT'S SHOW WAGON" IN NBC-TV QUEST FOR "TOMORROW'S HEADLINERS"

PREMIERE

A search for new showbusiness talent will be highlighted on the new television program SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY beginning <u>Saturday</u>, Jan. 8. 1955 (NBC-TV, 7:30 p.m., EST).

Swift and Company, producers of meat and meat products, is the sponsor. The advertising agency is J. Walter Thompson Company.

With Heidt the head man the "Show Wagon" will travel across the country originating from a different city each week. The halfhour format will include music, variety acts, guest artists, state governors and the entire Heidt troup of approximately 50 performers.

Each week a different state will be saluted with an outstanding resident spotlighted on the program. The guest will be dubbed "today's headliner," as compared to the two young, talented and "yet to arrive" performers from the state who will be introduced on the show as "tomorrow's headliners."

(more)

ALC: NO POST OF THE POST OF TH

Market and

.

Where possible state governors will personally appear to acknowledge the salutes.

Heidt, who believes that the way to find new talent is to go where it is, has been testing new talent on its home grounds for many years.

He gives newcomers a chance to prove themselves right at home. If they're really good, he'll spot them on the show. The "Show Wagon" thus is expected to introduce many new faces to the television audience. In addition to leading the orchestra Heidt will serve as emcee of the "Show Wagon."

NBC-New York, 12/14/54 FWK

1 South to State Harden + S

Where pecalble the governor will personally appen to admovied the salutes.

weight, who believes that we to find new tained in to go where it is, his heat tosting new plent on it's how prevais for many fours.

No gives nonceers a cherce to prove characters right at home. If they're really good, ho'll snot blue in the show. The "Con-Wajen' thus is expected to introduce anny multiplet to the televiting audience. In mittlen to 1 miller the orelestre lister will serve w onces of the "Show hour."

RECTION YONG 12/24 THE

and the second second

'FUTURE OF RADIO AND TV' TO BE 'AMERICAN FORUM' TOPIC FOR PANELISTS FRED ALLEN, BEN GROSS, SYLVESTER L. WEAVER JR.

Fred Allen, the noted comedian; Ben Gross, radio and television columnist of the New York Daily News, and Sylvester L. Weaver Jr., President of the National Broadcasting Company, will be the panelists on AMERICAN FORUM, <u>Sunday, Dec. 19</u> (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

They will discuss "What is the Future of Radio and TV?" Allen is the author of the recently published "Treadmill to Oblivion" and Gross wrote "I Looked and I Listened," both of them books dealing with the industry.

Theodore Granik produces "American Forum" and Steve McCormick will moderate the show. The Dec. 19 forum will originate in New York this week.

NBC-New York, 12/14/54

THE BENT THE

PARTICLE OF RANGE IN TO BE "ANTERICAN POLICE FOR

#ro Allen the no extermediat: Den Grovi, radio and enterial meeter in the no external of the low of the long land Sylves of the lever Sp., Invalance of the Nettonel Dreadexting Company, will be use parelies on Merrican roads. <u>Subsy, Nor, 19</u> (Mer-TV, 3130 parts, 2011; UC' Sadio, 0 parts. TVI.).

They will stormed "three to the house of Thild and TV?" Alter is the nuther of the house of y published "besomill to outivice" and Gree and "I tooked and T usterned " tokh of them cole descript with the inductry. "house of the produce "Amarch of Form," and storm he bond of the produce the short. 97.0 Boot 19 "orma with ortigined in New York chilt resk.

12/11/21 : Your 11 0.50

color television presents A MAX LIEBMAN PRODUCTION

* No. CAST LIST FOR MAX LIEBMAN'S SPECTACULAR, 'BABES IN TOYLAND,' ON NBC-TV, SATURDAY, DEC. 18 (9-10:30 P.M., EST) Tommy Tucker..... Dennis Day Santa Claus......Dave Garroway The Toymaker Wally Cox Silas Barnaby Jack E. Leonard Dream Dancers ("Castles in Spain") ... Rod Alexander and Bambi Linn Jane..... •••••Jo Sullivan Head Clown in Toyland A. Robbins, Jr. Two Assistant Clowns in Toyland Charles Cairoli and brother Lost Child......Ellen Barrie Peter Piper.....Edward Brian Ann Piper.....Karin Wolfe The Bil and Cora Baird puppets, Spectacular dancers and singers.

쑸

NBC-New York, 12/14/54

쑸

Press and the second se ------and the second sec The second se ----

SAFETY GROUPS COMMEND NBC-TV'S 'MEDIC' SERIES FOR DEC. 20 TELECAST EMPHASIZING CAUTIOUS DRIVING

NBC-TV NEWS

The National Safety Council has commended "Red Christmas," a story stressing the necessity for safe driving, which will be telecast on NBC-TV's MEDIC series Monday, Dec. 20 (9 p.m., EST).

"Red Christmas" concerns a tragic auto accident that follows a Christmas office party. In commenting on the program, Paul F. Stricker, executive vice president of the Greater New York Safety Council, said: "In 24 out of 100 fatal automobile accidents in 1953, a driver or a pedestrian had been drinking. Certainly this is eloquent proof that alcohol and gasoline are deadly enemies."

Ned Dearborn, president of the National Safety Council, wired Jim Moser, creator-writer of "Medic," as follows: "The National Safety Council believes NBC-TV is making a major contribution to safety by emphasizing the need for extra careful driving over the Christmas holidays."

"Medic," filmed under the technical supervision of the Los Angeles Medical Association, was the recent recipient of the Sylvania grand award as the outstanding program on television.

----0----

NBC-New York, 12/14/54

2 101 V2-000 1

SAFETY DRUGHL DUINENED NEC-LY'S 'NDOIC' SEATER OF

The Matianal Selety Council has commended 'Fed Christmas," Fory stressing the necessity for safe driving which iff be celedate on NEC-TV'S ATDIC serie Mating Dec. 20 (9 p.m., 2'T). "Red Christmas" converse a weeks and accident that Pollows a Christmas office party. In communing on the program, Pol F. Surisher, elecubive vice president of the Creater (as York Mateiv Compil. said: "In 24 cut of 100 ratal automobile section to In 1903, a driver of a medeription had been drividio to Certainly. This is alcquent proof that closhol and graphine are deadly chis is alcquent proof that closhol and graphine are deadly

Ned Daubern president of the National Sefety Council a red Jim Moser creator-triter of "Nedic," as follows: "The lational Sairty Council Instaves MBC TV is making major contribution to sairty by emphasizing the new for extra careful ariving comp bing Chainman bolidays."

"Lodis." Filmed under die technical supervision of the A geles Medical Association, us the recent rolpient of the Sylven a great avaruat the cutetanding program on television.

MBC- N-11 Vo .: 12/14/5"

NEC-TV AND RADIO WILL CARRY PRESIDENT EISENHOWER'S CHRISTMAS MESSAGE AT WHITE HOUSE YULE TREE CEREMONY

President Eisenhower's Christmas message to the nation as he lights the White House Community Christmas Tree <u>Friday, Dec. 17</u>, will be broadcast by NBC Television and Radio. NBC-TV will carry the program from 5:15 to 5:30 p.m., EST; NBC Radio will carry it from 9:45 to 10 p.m., EST.

The program will originate on the Ellipse opposite the South Lawn of the White House. A Boy Scout and a Girl Scout will present Christmas greetings from the people of Washington to President and Mrs. Eisenhower. As the President presses the switch lighting the White House Community Christmas Tree, trees in the barracks of U.S. armed forces overseas will be lighted simultaneously.

NEW TIME-SPOT FOR 'BARRIE CRAIG'

BARRIE CRAIG, CONFIDENTIAL INVESTIGATOR, currently heard on the NBC Radio Network on Sundays (8:30-9 p.m., EST), will be rescheduled to Wednesdays (8:30-9 p.m., EST) beginning Jan. 5 and thereafter. The last Sunday program will be on Dec. 26.

William Gargan plays the role of the handsome investigator who resists the temptations of beautiful women in the course of his detective work in the action and suspense series.

NBC-New York, 12/14/54

NIL OF RE DI

WITTER AND RADIO WITH CARRY PARTICULT RESEARCHER'S

Evolvent Linchever's Contained recorded to the notion of Hights the Unite Kous, Containty Christels Free Friday, Pac. 11 1911 to pressed by URC folevision and Radio - WEG-IV will carry the record from 5:15 to 5:70 c.s., EST: NRC Ratio will dormy if from 107 to 10 .m., 2.T.

the program will ordgit to on the Dilivse opticated in both and of the Philo House. A lot front one a Girl Bo when it when Chriteres greeting, from the propie of hashington to Fristland ad Dra. Fischhower. In the Fresteine part of the original itch ir is high House of multy direction field theory of the high House of multy direction field theory of the high forces orrange with a lighted at alta the bienceks of the second forces orrange with a lighted at alta the bienceks of

and the second second

NEW TRILLETOF TOR TOTAL TATE VER

EARRIE CRAID, CONFIDENTIAL INVESTIGATOR, currently hourd on he MEG Footo Neurork on Sundays (Ego-C b.m., MET), will be rehiddeled to be hubdays (Stipo-C p.e., IST) beginning Jan. 1 and how after. The last Sunday progr : will be on Dec. 20.

William Cargan plant the role of the handwone investigator to restate the temptations of he artial words in the course of His statistic work in the astion and engranse sector.

We live Verilie Les 14. 34

WEST COAST GETS A 'ONE-SHOT' INTRODUCTION TO 'TONIGHT' AND STEVE ALLEN GAGS MAKE INDOCTRINATION COMPLETE

Viewers in Hollywood were treated to the late evening zaniness of Steve Allen last night (Dec. 13) as NBC-TV's TONIGHT program made its West Coast debut. It was seen in Hollywood 8:30-9:30, PST on a "one-shot" basis, and was designed to give Californians a glimpse of the late night goings-on which are regularly seen in the East and Midwest.

Richard Willis, popular among WRCA-TV (New York) distaff viewers, was Allen's guest. Willis brought along his cosmetic bag of tricks and did a capsule "glamorizing" job on a volunteer from the Hudson Theatre studio audience in New York.

Steve became curious about the Willis techniques used in beautifying women. Supremely confident, Willis allowed that he could improve the looks of men as well as women, at which point he crowned Steve with a blond wig. Allen frowned at his visage in a mirror and observed: "I look like Liberace in negative."

In sharp contrast to the suave Mr. Willis was "Joe, the Teeth Man," whose specialty is lifting furniture with his uncommonly strong teeth. "Reason he does this," explained Steve, "is that he doesn't like to leave fingerprints."

Skitch Henderson and his band provided "Tonight's" upbeat musical punctuation. Mort Werner is executive producer, William C. Harbach producer and Dwight Hemion director of "Tonight."

NBC-New York, 12/14/54

Meyers in Holly Cower traded to analate would white a the stave lies list at the (Dec. 13) - MEC-WY - TOMOH and grain mode it lies to not John E. It will east in Hollywood 3:30-0:30, PST - "une-cost" highs, and will defigied to the Caliror large flig, of the highs grings on which are conducty as a light to Miswalt.

Richard Willin, nopelir emony WRGA-TV (New York) distant meanses, are difted's more . Willis brought shar with complete on ev reddes and did is equal 'glamoristic," for an a volumber from the Redson The tre thullo undirect in E v Sork.

Steve become curtain about the Will' concluses need in houstbying woman. Supremely confident, Will's allowed that he could improve the tooks of the well of concer, at and th point he counce deve with a tiend with while from the from of the direct and observed: "I cok tike it cousts in not direct."

In abart contrast to the only We. "1133 whe "Joe, the Teach Lon," there appearsis a sittle frontitice with his uncommunstrong team. "Reservice dee but," antisted Sheve, "to that the constribution of the dee but,"

Chiffed Norverses on Mis and provided "Torughtan uphat mutical purotuation forthy out is south any agent, william C. Hure of provide the Dudgha conders with the of "goodget."

HEC-New York, 12/14/54

NBC TRADE NEWS

AMERICAN CHICLE CO. TO BE ALTERNATE SPONSOR OF 'ZOO PARADE'

Beginning Jan. 9, the American Chicle Company of Long Island City, N.Y. joins Quaker Oats as an alternate sponsor of NBC-TV's "Zoo Parade."

"Zoo Parade," with Marlin Perkins as host, originates "live" from the Lincoln Park Zoo in Chicago (Sundays 4:30 p.m.-5 p.m., EST).

American Chicle will advertise Clorets, Dentyne and Beeman's chewing gum, and Chiclets during a 15-week campaign. The order was placed through Dancer-Fitzgerald-Sample, Inc., of New York.

CHINA'S LEADER IN U.N. TO 'MEET THE PRESS'

George K.C. Yeh, foreign minister of the Republic of China and head of his country's delegation to the United Nations, will MEET THE PRESS <u>Sunday, Dec. 19</u> (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

He will be interviewed by Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press"; James Reston of the New York Times, John Hightower of the Associated Press and May Craig of the Portland (Maine) Press-Herald. NBC commentator Ned Brooks will be moderator.

AMBASSADOR LODGE TO ANSWER STUDENTS' QUESTIONS

Ambassador Henry Cabot Lodge, head of the United States delegation to the United Nations, will answer the questions of a group of New York high school students when he appears on Theodore Granik's YOUTH WANTS TO KNOW this <u>Sunday</u>, <u>Dec. 19</u> (simulcast on NBC-TV and NBC Radio, 1 to 1:30 p.m., EST). The show will originate in New York.

NBC-New York, 12/14/54

EWER SULVERS

ANTELICAN COLOCAL OR, TO BE ALLERAND'S STORED AT 1100 PAR

Baginating down as the Aquintern Chickle Contant of Ling Taland 31605 1451, Johns Surior Cole as an alternate apprace of Haj-evan "Zee norale."

""" the Faraday" : the perils ferting as near, anty and a "lim" , the formation of the second of the

.rerican Chill divirties Clorela, D night op) Second to drawing gum, no Cherlyta during a 15 week capping, 16. arder vis placed thread to beaust in second domain, for here in the se

AGAST THE TO A DE MULTER MORE FRANKING

Goorge K.C. Men, foreign and some of the groublic of chine. and used of his country's fillepied to the Maitea heiter, tall Heite The RESS <u>Sunders Det. 1</u> (NEC-TV, C.D.M., U.T.) AND Redie, 10:30 o.t.,

IL will be incomposed by Lawrence Suiver, ownop-product and permanent panel moment of 'Feet the Prema'; Jaces Reston of the New York Times, Join Augintonese of the Arsochhind Frees and high Schlig of the Pophiland (Mome) Trees Hereld, Who communities Hed Schwin 13 ne moderator.

AUGLESS STRATTS OF TO AT TO ARRAND

Aubassauer Hun, Chies Logs, Jana - Un brited Stars related to the United Mations, will anney on the unserverse of a test of him York high subject conclust when he apports of Shoulone Grandul form Volt Mart F. Gamp and Mart Scene (Low - of Shoulone Charle) for a log to 1:30 (m, and). The show will originate in Mar York,

an encorrect for an a



December 15, 1954

NBC RADIO ANNOUNCES \$19,372,222 IN NEW AND RENEWED BUSINESS

New and renewal business placed with NBC Radio Network during the last month total \$19,372,222, it was announced today by William H. Fineshriber Jr., Vice President in charge of the NBC Radio Network.

Of that figure, \$1,412,615 represents gross billings of new business ordered or starting on the NBC Radio Network during the last month, and \$17,959,607 is gross renewal business during the same period of time.

In discussing the NBC Radio Network billings, Fineshriber said: "This business is another clear indication of the stability of NBC Radio, and reflects the fact that the NBC Radio Network with its new sales packages and program structure offers desirable properties sought by national advertisers who are judicious in their choice of media.

"In the past year we have continued our nighttime 'strip programming' of radio's great star attractions. After the full commercial success of 'Fibber McGee and Molly,' we added 'The Great Gildersleeve' to provide evening participations for new advertisers. In the daytime, we are now following a similar pattern, featuring

(more)

.

2 - NBC Radio

great personalities. Mary Margaret McBride came to the NBC Radio Network late this Fall and was sold out within a few weeks. We are now extending her five-day-a-week pattern to Saturday, a sixth day for Calgon, Inc., who will join General Foods Corporation, Q-Tips Sales Corporation and Star-Kist Foods, Inc., as sponsors," Fineshriber said.

"We will continue to expand our list of outstanding personalities during the new year with more top names, new shows and new sales patterns. Already scheduled and soon to be announced are three exciting new concepts for NBC morning programming and sales, and a number of fresh star attractions for the evening schedule."

New NBC Radio business ordered or starting during the month includes:

General Motors Corp. for the Henry J. Taylor YOUR LAND AND MINE program through the Kudner Agency, Inc.

Q-Tips Sales Corp. for MARY MARGARET McBRIDE through the Lawrence C. Gumbinner Advertising Agency, Inc.

Crosley Division of the AVCO Manufacturing Corp. for the COTTON BOWL GAME through Batten, Barton, Durstine and Osborn, Inc.

Allis-Chalmers Manufacturing Company for the Winston Churchill Tribute, HIS FINEST HOUR, through Bert S. Gittens Advertising.

Travelers Insurance Company for VOICES AND EVENTS through Young and Rubicam, Inc.

Gillette Safety Razor Company for the ROSE BOWL GAME through Maxon, Inc.

The Whitehouse Company for CHRISTMAS MUSIC FOR SUNDAY MORNING through Victor & Richards, Inc.

Giant Animals Company, Inc., for WOMAN IN LOVE, HOTEL FOR PETS and NEWS through the Duane Jones Company, Inc.

C1.07 7 051 - 9

He components for the part of the provident of the second to the bed with Hermoric fore the Part was and out within a lease wohn, we and now with a Map her five-out-second protects of the destrict der tor Caleon, inc., the citie fore General Soude Componition. Graps sale Componation and Sour-Star Foods, her, as spondor "Manotalian and

"No will somble to construct the construction into of an and an and an and a second of the second of

Her MEC Rould buckle of the art that the menting the menting

Grateril - Store Burge. St. on Herky J. C. Nor Your Hand

9-11p Salo, Com. Port 1 - MCALT THELLOS EN THE

Croley Division of the Areo June accuring one. for the correct clare through in the Areo June to the Correction and General, inc.

Arlie Chalters controlors (choony for he kinston Charill Trick, 115 'LET HOR, Chorsh Doill, Gitter verticht.

Travelors First mee Common for ATCLS AD EVEN

CLIBBER S SETS & NOP CONTONS FOR UND 3001, 2001 CANC

The Whitehours to only the Chill TLAS HILLS IN STRUCT

Gent Animal: Compart to ... Com MAK IN LONE, HOLLS.

3 - NBC Radio

Star-Kist Foods for MARY MARGARET McBRIDE through Rhoades & Davis Company.

Rexall Drug Company for THE GREAT GILDERSLEEVE through Batten, Barton, Durstine and Osborn, Inc.

Vitamin Corporation of America, news programs through Batten, Barton, Durstine and Osborn, Inc.

Webster Products Inc. for DOLLARS HEAD AND COMFORT through Huber Hoge & Son, Inc.

Calgon, Inc. for MARY MARGARET McBRIDE through Ketcham Macleod and Grove, Inc.

Brown & Williamson Tobacco Corp. news programs through Ted Bates and Co.

Accounts renewed included the following:

Allis-Chalmers Manufacturing Company for THE NATIONAL FARM AND HOME HOUR through the Bert S. Gittins Advertising Agency.

The American Tobacco Company for "Big Story" through Sullivan, Stauffer, Colwell & Bayles, Inc.

The Chevrolet Motor Division of the General Motors Corporation for THE DINAH SHORE SHOW through Campbell-Ewald Company.

Colgate-Palmolive Company for STRIKE IT RICH through the William Esty Company, Inc., THE PHRASE THAT PAYS through Bryan Houston, Inc., and LORENZO JONES through the William Esty Company, Inc.

DeSoto Motor Corp., Division of Chrysler Corporation for YOU BET YOUR LIFE through Batten, Barton, Durstine and Osborn, Inc.

Liggett & Myers Tobacco Company for DRAGNET through Cunningham & Walsh, Inc.

Miles Laboratories, Inc., for BREAK THE BANK, JUST PLAIN BILL, MORGAN BEATTY - NEWS OF THE WORLD, through Geoffrey Wade Advertising.

Mytinger & Casselberry Inc. for THE NUTRILITE SHOW through the Dan B. Miner Company.

(more)

Diar (1917) North Cartaly & Cartaly Andrew (1917) Market Star

Reall'S Drug Coutony for astar and as attantistical to one

Vitomite costructor of America, error recommity terror the

HO CONTROL INC. SALART MEAD AND CONTORE.

CALEN, ENGLARD, FOR THE WEAT OF CARE OF CHEORY KUTTER. Nation of COVEREDC.

Brown & Milliamsen Tobaces Corp. news programs through the Bates only C.

Accounts stapped and beaution because through

ALLIS-CHREE TO BAIN BERRING COMPANY, FOR THE MARIPHAL DEBUARD LOLD HOUR EASERING CHE FORD F. CLUTTES ADVERTIGEN AND LOLD HOUR EASERING CHE FORD F. CLUTTES ADVERTIGEN

We American Type at Correction "It story" appoints

The Elevendet her republicant of the Control Retorn Constration of 200 all a factor allo, the argue 11 - 1 state Company...

Columbra R. Landling Columbra Statike IR RIGH through the bolt time to Statistic Columbration - COLERCE RAYS Procedu Phys. Backword District Database Columbration and the backy Columbra to a

intern > Meleon Morgan, Sagashan of Chievaler domears bion 100 rms Moral 1257 Theory end good Babaca, intectfied above 100m for.

n march and the substance of the substance of the second second second second second second second second second

LL DI LOVARDON UN TUCH, RUR PRODUCT LOVARDON ALL'ENTRE, ANALYSE DIATRI ET EL MURRON BENNEL - NEMER RUR RUC VILLER GENOMER Generoy in de Antre LL.....

ANT NOME & OF MELONIAR LEW, FOR WER, WELFELLE STOM

4 - NBC Radio

Procter & Gamble Company for PEPPER YOUNG'S FAMILY through Benton & Bowles, Inc.; RIGHT TO HAPPINESS through Dancer-Fitzgerald-Sample, Inc.; BACKSTAGE WIFE through Young & Rubicam, Inc.; and WOMAN IN MY HOUSE through Compton Advertising, Inc.

R.J. Reynolds Tobacco Company for GRAND OLE OPRY through William Esty Company, Inc.

Richfield Oil Corporation for the RICHFIELD REPORTER through Hixson & Jorgensen, Inc.

Skelly Oil Company for ALEX DREIER through Henri, Hurst, & McDonald, Inc.

Standard Oil Company of California for THE STANDARD HOUR through Batten, Barton, Durstine and Osborn, Inc.

White King Soap Company for THIS WOMAN'S SECRET through the Raymond R. Morgan Company.

W.P. Fuller & Company for KNOX MANNING and ELMER PATTERSON through McCann-Erickson, Inc.

General Mills Incorporated for JONNIE LEE WILLS through Zinner-Keller & Calvert, Inc.

Coast Fisheries-Division of the Quaker Oats Company for HOTEL FOR PETS through Lynn Baker, Inc.

Lewis Food Company for SHIRLEY THOMAS IN HOLLYWOOD through Rockett-Lauritzon, (Calif. Corp.)

Sterling Drug, Inc. for YOUNG WIDDER BROWN and STELLA DALLAS through Dancer-Fitzgerald-Sample, Inc.

NBC-New York, 12/15/54

allen "Ell -

Proctor & Could Couldry for Elening Jine LARGE Proctor Done La July Inc.; REGE J TAP 10.55 (1994) Protect To June Schold J. J., 1997 J TAP 10.55 (2000) Pour P. Kar Ja, Tac.; 337 - 55 (1997) - 177 (1997) - 10 Adversion 107, 1905

R.J. DURDJU DECESSION COLLERY OF PRIMO OF GREY MONTON, D.

Roman Loll (1) (or concertion too she Righting Arrord the start of the

Shelly Cil Company for ADER DETER (hrangh (hard, Hards,

Strail r. 011 Courses 2 Colliberation 101 THE TAIL SUP.

White Kin Soup Jamonry for THTH WOMAN'S FEORET through the I ymond R. Ifr, an Computer

M.F. DUNICE & Company for LNOX MUMINE and LINER. MUTTHE WARE Move. Nove. Nove. 11:00. 100.

Contrast Mill Tacoppire ed for JONNE wel 1151 - "mouch

Con Ultraceries. Division of the Outlo Construction on Parts for the State Construction of the Constructio

I an U Mood Com, and Se HUTHER THOMAN IN DOLLY DUD

AND A DESTROY MALE AND YONG STEDLER AND STELLAR

130-Ne. York, 12/15/51

and the second second second



December 15, 1954

MITZI GREEN AND VIRGINIA GIBSON TO CO-STAR IN NBC-TV'S 'SO THIS IS HOLLYWOOD'

Comedy Series Will Have Jimmy Lydon and Gordon Jones in Cast; Toni Company to Sponsor Program Saturday Nights

Mitzi Green and Virginia Gibson will be co-starred in SO THIS IS HOLLYWOOD, a situation comedy series to start on the NBC-TV network Saturday, Jan. 1, 1955 (8:30-9 p.m., EST).

The series will be sponsored by the Toni Company through the Weiss and Geller Agency. It is being filmed at the Hal Roach Studios in Los Angeles.

Jimmy Lydon and Gordon Jones will play supporting roles in the series about the two young women who, in trying to make a living as performers in the hectic world of Hollywood, experience hilarious misadventures.

Miss Green will appear as Queenie Dugan, stunt woman. Miss Gibson, as Kim Tracy, her roommate, is a struggling movie extra who seems destined to be always the starlet but never the star.

(more)

CONVERSION DESCRIPTION (C)

Queenie, wise to the ways of Hollywood, and knowing that she will never be a star herself, is constantly thinking up clever ideas to promote Kim's career in the movies.

Jimmy Lydon, as Andy Boone, the girl's agent and Kim's biggest fan, and Gordon Jones, a stunt man and Queenie's boyfriend, are always on hand to encourage the two young women.

CREDITS FOR 'SO THIS IS HOLLYWOOD' ON NBC-TV

PROGRAM:	SO THIS IS HOLLYWOOD
TIME:	NBC-TV, Saturdays, 8:30 p.m., EST, starting Jan. 1, 1955
STARS:	Mitzi Green and Virginia Gibson, with Gordon Jones and Jimmy Lydon
FORMAT:	Filmed situation comedy series telling of the misadventures of two girls in Hollywood trying to make good in motion pictures.
CREATOR AND PRODUCER:	Edmund Beloin
DIRECTOR AND ASSOCIATE PRODUCER:	Richard Bare
WRITERS:	Edmund Beloin, Dean Riesner, Deal Reisner, Phil Davis, George O'Hanlon, Jimmy O'Hanlon, Charles Stewart.
SETTINGS:	Hal Gausman
FILM EDITOR:	A.E. Sutherland
SPONSOR:	Toni Company
AGENCY:	Weiss & Geller
ORIGINATION:	Hollywood.
	-0

NBC-New York, 12/15/54

- The Well of elen en - - -

preside, and the barrier of the second standards with an interwill not a commentation in the second standard to the second standard stan Standard standard

Jumpb Lang Ladon, as and, the could all and the light of the state of 13 million of the state o

nda ada in aza min a agre ada

VI-DER NO THE RANGER FILE FORMAN OF CAR BEER

: 1/20623	$G(0, r, 75, 75)$ is a 10^{-6} C(1)
	short 18:3 and the second state
: DRAYE	 (c) Concern and Concerning (c) Concernant Concerning (c) Concernant Concernant (c) Concernant (c) Concernant
1 - 1 - 3 - 9.	<pre>identifies a state of the state of the</pre>
: HE UTON ALL PORTON	$\pi r_{\rm e} \in \mathbb{C} \oplus \mathbb{C} \to \mathbb{C} \oplus \mathbb{C} \oplus \mathbb{C}$
TEADOERA OLA DOTTAUTO E TROUGERA	Richard Terre
$z = (0 - 2^{-1} L/0)^{1/2}$	253 and a state of Constant Late Information (Constant Annual March (Constant) Late Information (Constant) Late Information (Constant)
:- 001277 53-	route that
: STILL BITS	Langerood 7 .T.A
3.40005001	1005 De 1105
: 208/304	4015 m
100277.0001077	

Underst and war and

NBC TRADE NEWS

CREDITS FOR MAX LIEBMAN'S	NBC-TV SPECTACULAR, 'BABES IN TOYLAND'	
PROGRAM:	BABES IN TOYLAND by Victor Herbert	
TIME:	Saturday, Dec. 18, NBC-TV, 9 to 10:30 p.m., EST in compatible color (available on standard receivers in high quality black and white).	
STARS:	Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Jo Sullivan, Bil and Cora Baird	
CAST:	Bambi Linn and Rod Alexander, Charlie Cairoli and Paul, A. Robbins, Jr., Karin Wolfe, Ellen Barrie, Eddie Brian, Mary Mace.	
PRODUCER-DIRECTOR:	Max Liebman	
WRITERS:	William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson	
CHOREOGRAPHER:	Rod Alexander	
ART DIRECTOR:	Frederick Fox	
COSTUMES:	Paul du Pont	
CHORAL DIRECTOR:	Clay Warnick	
MUSIC DIRECTOR:	Charles Sanford	
ORCHESTRATIONS:	Irwin Kostal	
ASSOCIATE PRODUCER- DIRECTOR:	Bill Hobin	
BOOK DIRECTOR:	Milton Lyon	
NBC SUPERVISOR:	Hal Janis	
ASSISTANT TO THE PRODUCER:	Max Siegel	
·	NBC-New York, 12/15/54	

1111 JUNE 001

AND DECKARD RECENCERS INSTRUCT THE PERSON &	AVERTA NON MON STREET
Andreal according to Vaccor furshered	: 10A/10/0179
	TIDILL
Denn for burger, sourt, allr for, Jurger, aconst, so Juliter fil on cord lerd	: CHAN
Tunch Ling and Roo Ales and Long Rould and Davis A. Rocha M. John Marin Wollo, Than Breaks, 2001 Total Marin.	:1
appendent to T	: ACTSON AND ANDURALL
Tandi (1144 Land avendador 100 Land 11 - 12 - 10 Cill Manager, William Jacobion	: PRETISI/
(200 ((20×2)/ 200))	:/
starts and being	: 171 - 17 - C 1751
Paris do Pari	: HENRITVEOD
May interior	SHORAL DIRECTOR:
Charlen Sam cod	INSTE DIRICTON
1 to 1 to 2 to 2 to 2 to 2 to 2	: ENT OF SPUTPENDER
are brites	A LOUIN CONTRACTORIS - A
we had no I sha	BOOM DIASTON:
A DOLLER COLL	STOLLY THE SEA
16/37 12 .000 i	SEC DO TAME S FOUNCES

M. - New York 12/15/

color television presents A MAX LIEBMAN PRODUCTION

PLOT SYNOPSIS OF SPECTACULAR, 'BABES IN TOYLAND,' ON NBC-TV SATURDAY, DEC. 18

Victor Herbert's BABES IN TOYLAND, Max Liebman's Spectacular colorcast for <u>Saturday</u>, <u>Dec. 18</u> on NBC-TV (9 to 10:30 p.m., EST) is a Christmas fairy tale for both adults and children.

A small girl (Ellen Barrie), lost in a department store, tells Santa Claus that she is waiting for her mother to come and pick her up. In the interim Santa amuses the child by reading her the fairy tale, "Babes in Toyland."

In the fantasy, a young couple, Tommy Tucker (Dennis Day) and Jane Piper (Jo Sullivan), are thwarted in their plans to marry by a wicked villain, Silas Barnaby (Jack E. Leonard). As part of his cruel plot to force Jane to marry him, Barnaby lures her small sister Ann (Karin Wolfe) and her brother Peter Piper (Edward Brian) into the forest. To the rescue come Jane and Tommy, only to be captured by Barnaby's men.

The shy little toymaker, Grumio (Wally Cox) rebels against Barnaby's rule and goes to the aid of his friends, Jane, Tommy, Ann and Peter. The Toy Soldiers assemble and drive Barnaby out of Toyland.

NBC-New York, 12/15/54

A THE REAL PROPERTY AND A THE

MARLON BRANDO JOINS LIST OF NOTABLES PARTICIPATING IN RADIO TRIBUTE TO ERNEST HEMINGWAY

Marlon Brando has joined the list of outstanding personalities who will give their views and interpretations of Ernest Hemingway on NBC News' full-hour radio feature, MEET ERNEST HEMINGWAY, <u>Sunday</u>, <u>Dec. 19</u> at 7 p.m. (EST).

Brando will read selections from various of the Nobel Prize-winning author's works on the program, timed to coincide with the presentation of the prize. Other participants will be James T. Farrell, Leonard Lyons, Cornelia Otis Skinner, Charles Fenton, Malcolm Cowley, Max Eastman, Mickey Spillane, Al Capp, Leland Hayward -- and, of course, Hemingway himself in his message to the king and queen of Sweden as he receives the prize.

NBC-New York, 12/15/54

ALANDO FOIRS LIFT OF TOTAL OF LANDAR MARKEN

Rection Brando has joined the line that of ontriending permissions who will give their view and there carsons of arrowt Hamangker on HDJ 1000 1011-hour rauto feaches bard therear advisories in 1011 1000, 1000, 19 at 7 p.m. (130).

Beendy will read introductions from a find many Nobel Full - Mining outhors and a start of the magnum, timed to estimate with the enables of the pairs, Other peritoinants will the enable of the pairs, by east toinants will be an an off the pairs of two as formalia deta duma a distribution mathem Cowley, Ful deta duma a distribution to the Byward -- and, of course distribution integer in the massage to the king and queen of Straten as he see estives the course.

MAD-NOT YOUR YOURS

2 COPIES X-H

COLOR TELEVISION NEWS

SIDNEY HOWARD'S "YELLOW JACK" WITH OUTSTANDING CAST WILL BE PRESENTED ON "PRODUCERS' SHOWCASE" JAN. 10

A SERVICE OF RCA

2-20

One of the most prominent casts ever assembled for a television production has been set by producer Fred Coe for the fourth program on PRODUCERS' SHOWCASE --Sidney Howard's stirring play, "Yellow Jack," which will be presented in compatible color, <u>Monday, Jan. 10</u> (NBC-TV, 8-9:30 p.m., EST). It may be seen on standard sets in high quality black and white.

Top-level stage, screen and video personalities signed for the drama are Broderick Crawford, Dennis O'Keefe, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, Victor Jory, Rod Steiger and Eva Marie Saint.

Sidney Howard collaborated with Paul de Kruif on the play, which treats of the heroic research work done by Walter Reed and his associates in locating the dreaded yellow fever-breeding mosquito in Cuba.

Delbert Mann will direct the production. Jack Rayel is executive producer, with Bill Nichols as associate producer.

More than 31,000,000 viewers, according to a Nielsen survey, have watched previous Spectaculars in this series.

____0____

NBC-New York, 12/16/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



December 16, 1954

PASADENA'S FAMOUS TOURNAMENT OF ROSES PARADE TO BE TELECAST ON NBC WITH FAMOUS STARS PARTICIPATING

Minute Maid Corp. to Sponsor Traditional New Year's Program

California's New Year's greeting to the world, the colorful TOURNAMENT OF ROSES PARADE in Pasadena, will be presented by NBC-TV coast-to-coast for the fourth straight year <u>Saturday</u>, Jan. 1 (12:15 to 1:45 p.m., EST).

The 90-minute program, with Bill Goodwin and Betty White serving as hosts and Jimmy Wallington and Jeanne Baird as commentators, will cover this 66th annual pageant from vantage points on Colorado Boulevard. This location will provide NBC televiewers, expected to number more than 12 million, with front-row seats as the beauty and excitement of 61 flower-bedecked floats, 200 prancing equestrians and 20 marching bands passes before them.

A million persons will line the five-mile parade route, which starts on Orange Grove Avenue in the mansion district of Pasadena and ends at Victory Park, where a half-million people will visit the post-parade exhibit in the evening and following day.

Theme of this year's procession will be "Familiar Sayings in Flowers." In keeping with the idea of "flowers, flowers everywhere,"

(more)



(Land 18 - _____

a she that provide the second s

2 - Tournament of Roses Parade

every part of every float must be covered with fresh flowers or greenery, with extensive use of roscs counting heavily in judging for prize awards. An average 200,000 blossoms will be used to decorate each entry, or a total of approximately 12,200,000 blossoms for the 61 floats.

Cities, civic and fraternal organizations, business associations and commercial firms will enter floats in the worldfamous spectacle, which began as a village fiesta in 1890.

Typical of the elaborate entries will be the "I Love You" float of Minute Maid Corp., a long-time participant in the parade (and sponsor of the NBC telecast this year for the first time) and the \$20,000 float with a "Go West, Young Man" motif on which NBC television and radio stars Roy Rogers and Dale Evans will ride.

Another parade highlight to be seen by NBC televiewers will be the appearance of Tournament of Roses Queen Marilyn Smuin, a 19year-old Pasadena College freshman. She will be accompanied on a lavishly decorated float by her court of six princesses.

Barry Wood, director of NBC's special events department, will supervise the Tournament of Roses Parade telecast. William Kayden will produce the program and William Bennington will direct.

The Tournament of Roses Parade is one of several NBC-TV New Year's Day features. It will be followed at 1:45 p.m., EST, by a telecast of the annual Cotton Bowl game in Dallas, Tex. Following that contest, NBC-TV's coverage will return to Pasadena for the 41st Rose Bowl clash, starting at 4:45 p.m., EST.

The parade and both football games also will be covered by the NBC Radio Network.

____0

NBC-New York, 12/16/54

2 - TOURNMUME OF PORCE FAMILIE

erory comb of twery floot must be enveren with frich flowers of methony, with enhemative west of rooms sounding norwilly in judeting the press chards. An average boy,000 blocksed will be when to decorrect active entry, or a withi of upperstmately 12,200 000 stockers for the 51 flocks.

Claiss, civit and frateunsi o gard mainten outland acostations and commercial firms will order floats in who worldtamous spectrale, which hugan as . tillage floats in 1990.

There of History of the elaborate end as will be the "Law Yes" flere of History Meid Chert, a long-time purchalpant in the gaments (and spander of the HEO releast one year for the first time) and the web,000 fleat with a "Collect Young For" mult on which MEO teleretor are rate atoms For Regers on Dilt dones will wide. (mother pareds highlight to be seen by MC televisions will

(a) he entended of Polation in of Roles Guen Mirellyn Smöth, a 15materia fastuera Coller Louhman. She will be necessaries of a secondly recorded flore by her out to of the primestes.

Compy Month director of MDJ's aps 2.2 orants intervants will supervise the Tourn must of Fasts fateds taise rf. William Timén will produce the program cal William Parkington will control.

The Thurmonian of Roma Plance to one of reversi REL-TV Mar Y and Interference. It will be followed at 1:55 plant, 201, cp to read of the annual Content Form Date in Plant, Mart 16,100005 In Content, NBC-191, constant will another free the testionthy Recommends, NBC-191, constant will a such a free the testionthy Recommends, asseting 2000:15 plant, cT.

the peredu and poly floudell gauss also will be covered by the MBC Reals Bullet.

AL OF LE SHOT IN T-TELL

CREDITS FOR 'COLGATE COMEDY HOUR'

STARRING DEAN MARTIN AND JERRY LEWIS

COLGATE COMEDY HOUR (Originating in Hollywood)

NBC-TV, Sunday, Dec. 19 (8 p.m., EST)

Dean Martin and Jerry Lewis

Vera Miles, Phil Abrams, Milton Frome, Hank Mann, Joe Kirk, Irving Kaye, Harvey Dunn, Bobby Faye, Leonard Barr, Joe Grey, Helen Eby Rock, Rose Plummer, Charles Legneur, Elsie Baker, Gloria Ann Simpson, Snub Pollard, Lee Martin, Abe Lax, Frances Weintraub, Marjery Maude.

Gretchen Hauser, Dick Humphreys, Jack Mattis, Roy Clark, Dick Gregory, Ward Ellis, Charles Read, Jerry Antes.

Executive producer, Pete Barnum; producer-director, Ernest D. Glucksman; associate producer, Robert Henry; director, Alan (Bud) Yorkin; writers, Artie Phillips, Harry Crane; technical director, Joe Conn; costumes by Kate Drain Lawson; art director, Furth Ullman; choreography by Nick Castle; casting director, Howard Ross; music director, Dick Stabile.

Colgate-Palmolive Co.

Ted Bates and Company.

----0-----

NBC-New York, 12/16/54

DANCERS:

PROGRAM:

TIME ON:

STARS:

CAST:

STAFF:

SPONSOR: AGENCY:

dien anim they

A HAR MANNER TO REAL PORT OF THE AME

STARLING DEAL MATCH AND JERICI BELL

PIDGRAM:	COLONIAL COLECY HOUR (Orderation 15) (of the colon)
WO INIT	estines (1 prove 10) (1 prove
:TAT:	Gan Lard In an densy i which
: TEAC	<pre>V * [0.1co, 1:41 bru, 0.70 draw, Herk Dang to 71.1, Living ' y * reay for For. Scoret For y and b i</pre>
DANCERS:	Unitis, No. 21 Mar 1 main 477, Jack Lottis, No. 21Mar 22 Structury. Ward Fills, Commiss H 20, Jacks Anto.
: 5 S.A.L.	<pre>#mail ve profer my Set Tanuar mea duit -dureace subsects furthed in the used to first in the Rebut here if for, Auna (Er) Ye har the traiter A - E Mult - constance of con- durent of the rebut of the Mark Mark I and the Care Mark Mark I and the Care Mark Mark I and the Care further of the entry density of the rebut of the Care of the Care of the rebut of the Care of the Care of the Care of the mark Mark I and the Care of the Care of the mark Mark I and the Care of the Care of</pre>
: 9001366 :	early and and an isotype of
CUMOX:	WELEY LO LINE WARDE I TO

Actor for a the action

e F

NBC TRADE NEWS

STEVE ALLEN TO PRESIDE OVER SPECIAL LOOK AWARDS PROGRAM; NOVEL USE OF LIGHTS AND CAMERAS TO MARK PRESENTATIONS

Steve Allen of NBC-TV's TONIGHT series, will preside over the special program designed for the television presentation of the Fifth Annual Look TV Awards on NBC-TV, Saturday, Dec. 18 (8:30-9 p.m., EST).

Designed and written by Archie Andrews, who won the first Look TV Award presented for television's best writer in 1949, the program will utilize a novel technique in the presentation ceremony.

"There won't be one handshake in the whole program," Mr. Andrews points out. "It'll all be done with lights and cameras, something new and typically 'television.'"

Focus of the lights and cameras will be the Look TV Award winners for 1954: George Gobel, Groucho Marz, John Cameron Swayze, Dr. Frances Horwich (of NBC); Edward R. Murrow, Ed Sullivan, Alistair Cooke and Garry Moore (of CBS), and Bishop Fulton J. Sheen (of the Du Mont network).

'NEWS OF THE WORLD' GETS HAWAIIAN OUTLET

MORGAN BEATTY - NEWS OF THE WORLD will be heard in the Hawaiian Islands by direct shortwave from the mainland beginning Jan. 3, 1955. Honolulu's Station KGU and the Bishop National Bank there have approved the signing of a one-year contract.

NBC-New York, 12/16/54

17 TH AT & 19 LY TH

AND TATE OF STATES ON A DECEMBER OF STATE DAY.

Dieve Allere es 10 serve en troballe en troballe en 10 protiere en 10 en 10 en 12 en

Looks V Averal amoved to a acception to very wolf of the 1900, the

"there and the one bandshift an bac whose exogram," The Anaros phists of "Title all be done with alghes and esemiest whenthere are set theireity their whon."

Letter of the Linkin and compare 411 is the Look IV work Linker for 1920: The way bold is stought and a dominant and in reside Souvier (1933); Kiward Y. Karen, 21 addition, Allebin 1930: Mi Court Fuers (21 SET); Kiward Y. Karen, 21 addition, Allebin 2000: Pour Puers (21 SET); C. March Y. Coren (10 Ma

Hammer Deriver

NUMBER OF THE PART OF AND ATTA OF AT

Part is a second of a second of a second back of the second backwelled Part is a line of the of a local second back of the second backwelle The second second of a second back of the second back of the Part is the second the signing of a second back of the second of the signing of a second conduct.

a nation of the second se

A TRIBUTE TO 'COMEDY HOUR'

NEC-TV'S COLGATE COMEDY HOUR will receive a B'nai B'rith citation on Sunday, Dec. 26 for:

"Being free from stereotype situations in comedy, "Being good, clean family fun and "Being a healthy influence upon the nation's young people."

The award will be made during the "Comedy Hour" telecast starring Barbara Ann Scott with her famous ice show in the Chicago Stadium (S p.m., EST). The presentation will be made by Mrs. Julius Berke, president of the Chicago Women's Council of B'nai B'rith, representing 38 chapters with a membership of more than 12,000 women.

FAMOUS PERSONAGES -- EISENHOWER, HOOVER AND CHURCHILL --

ADDED TO NEC RADIO'S 'VOICES AND EVENTS' PROGRAM

Additions to the historic collection of voices to be presented by NBC News <u>Sunday</u>, <u>Dec. 26</u> in its VOICES AND EVENTS -- 1954 Radio program (6:30 p.m., EST) are such personages as President Eisenhower and Herbert Hoover and Sir Winston Churchill.

The President will be heard giving his State of the Union address. Mr. Hoover and Sir. Winston will be heard commenting on their respective 80th birthdays.

Others to be heard speaking of momentous events in their lives and the world's this past year will be Ernest Hemingway, Senator Joseph McCarthy, Governor Herman Talmadge, Rep. Douglas Stringfellow, and Roger Bannister.

NBC-New York, 12/16/54

CI ON BURNIT SEN

PRICE DO TOTAL DE LOSSIONE

HOT -TVIT DOLANT COULY HOW WILL TRACE TO A

Boline from the "atty of the store in end of the

and the prime and the book of the

all all a mainte and an an all all and a lot a

Mile n fill white outpolic "Second Brow" colored terroring contrain an Second Schule Levels tes that is the Cals jo station (comm, U.C.), the necessaries of the Cals jo station (comm, U.C.), the pressed of the Chicago based of the Link pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for a shift of the pressed of the Chicago based for the pressed of the pressed of the Chicago based for the pressed of the pressed of the Chicago based for the pressed of the pr

ALCONTENLOUP - DILEMMENTS, ROOVELLAND CHEMICE

Additional to the Million is solitesting of this provide a solution of the provide and the provide a solution of the second of t

The braider, will a him to giving in a such of the tester where, Mr. Mover and Jr., Man the will be a sub-and the or where costing coin birdaice.

Dokuma to on nears quediing of monarbola were in Main Ilore and the mariely wile goes provide all to compute Manager within comparison, formermor Build of Loregy, Nor. Doughas thrill, elibert and Roger familiator.



December 17, 1954

AVERAGE NBC-TV EVENING PROGRAM REACHES 800,000 MORE HOMES THAN AVERAGE COMPETING NETWORK PROGRAM, NIELSEN SURVEY SHOWS

Analysis of the latest Nielsen report -- for the two-week period ending Nov. 13 -- reveals the average evening program on NBC-TV is reaching 800,000 more homes than the average competing network program.

Hugh M. Beville Jr., director of research and planning for the National Broadcasting Company, said the figure was in keeping with NBC-TV's traditional superiority in audience leadership. "The overall average advantage in homes reached this Fall for NBC-TV is 803,000 homes per show," Mr. Beville said.

Listing highlights of the latest Nielsen survey, Mr. Beville pointed out that the "Buick-Berle Show" was reaching more homes than ever before -- 12,463,000 during the November period. Berle, who has been in the top ten since he entered television seven years ago, ranked third in the recent Nielsen ratings.

Other highlights in the analysis:

"Today," with the highest rating among the early morning shows, increased its advantage over CBS' "Early Morning Show" by 55 per cent, rating 6.5 to CBS' 4.2.

(more)

2 - Nielsen Ratings

"Fanfare," NBC-TV Spectacular, with a rating of 41.9, reached 11,711,000 homes. All the network's Spectaculars have been seen by an average of 31,000,000 viewers and all have been of top-ten caliber.

"Home" was viewed in 1,461,000 homes -- more homes than viewed the program since its first month on the air.

Nielsen rated the average evening program on NBC-TV, 26.6 --11 per cent higher than the CBS average rating, and listed a daytime gain in viewing homes of 31 per cent for NBC-TV, the largest gain among the networks during October-November.

NBC-TV places six shows among the top ten Nielsen ratings and won seven of ten places on a homes-reached basis.

NBC-New York, 12/17/54

Schul Stiller

"maarren" "maarren" " -->>> me bi marren " hind minden" (1.2) maarread 12 Minooo ka minden 12 Mino maarren (2) Mino Tarrenova aarse 12 an marrena an strakerooo et aarren 13 Mino Tarrenova top-box Mino Mino.

Willing with a structure in the control provement of M02-TV, 26, 1 -all controls there there in CTL control within, and INEROLE matched calls he structure to a structure of a control for the form, the hereest price since he without out of the control for the form, the hereest price

PETTORI LUCCE MARCHINE



December 17, 1954 SHEILAH GRAHAM, SYNDICATED WEST COAST COLUMNIST, HEADS 'HOLLYWOOD TODAY,' NEW NBC-TV 5-DAY-A-WEEK SERIES,

Famous Guests and Outstanding Film Clips to Be Featured

Sheilah Graham, well known Hollywood columnist, will present news, interviews with famous stars, and film clips from feature movies on HOLLYWOOD TODAY, a new program beginning <u>Monday, Jan. 3</u> (NBC-TV, 10:45-11 a.m., EST). The show will originate live from Hollywood.

The program's title is the same as Miss Graham's column which has an estimated reading audience of 40,000,000 people.

Seen Mondays through Fridays, Miss Graham will employ unusual techniques in her interviews. Guests stars will appear five days in succession and each day separate parts of the actor's private life and career will be told with the aid of still photographs, newspaper clippings and film clips from past movies.

Each show will include a feature story on some off-beat or behind-the-scenes aspect of movie making such as dress designing and make-up. The initial shows will include film clips from each of the ten films that have been nominated for the Academy Award.

(more)

ALL PROPERTY AND ADDRESS OF ADDRESS ADDRES ADDRESS ADD

(11 ma)

2 - Hollywood Today

Miss Graham was born in England and began her newspaper career in New York after studying acting at the Royal Academy of Dramatic Arts in London. She began covering Hollywood for the North American Newspaper Alliance prior to World War II and was sent by NANA to London as a war correspondent in 1941 and 1943 and resumed her Hollywood beat for that syndicate after the war.

She has been a U.S. citizen for eight years and is married to a sports supervisor named Wojciechowicz Stanislaw Wojtkiewicz (nicknamed Bow Wow). Miss Graham is the mother of two children by a former marriage.

"Hollywood Today" will be in the time-spot formerly occupied by "Three Steps to Heaven."

NBC-New York, 12/17/54 FWK

The Persisten with DOWN In Westiant and service har versions.

surger is for Your if and it to with a working of the Royal Anaheme of oranable Arts in Nerden, the branc sector followed the MA North, sourchase line birls Altibute prior by work with and and and and and which be backet as a war control product is 1941 and 1945 and remained for Pollowed best for and row free breach is to the sector.

An has born 10.2. clynamer allong freinin and the morely a a anothe application early freinkommunic bland that weltal alor (neer rands and front). The Corren of an another of the only frei only a framer objections

"Nellyment Teamy" will be he like black to be been seen any like black being and the black of the beam and th

THE APPENDIAL CONTRACTOR



color television presents A MAX LIEBMAN PRODUCTION

JUDY HOLLIDAY, STEVE ALLEN, DICK SHAWN AND RITZ BROTHERS COMBINE FOR 'GOOD TIMES' SPECTACULAR ON NBC-TV JAN. 2

GOOD TIMES are ahead for 1955!

And Max Liebman, fitting that title to his <u>Sunday</u>, <u>Jan. 2</u> color Spectacular on NBC-TV, is starting the New Year right with the top television trio he brought together -- Judy Holliday...Steve Allen...and Dick Shawn.

Plus a terrific trio, long the toast of Hollywood, Broadway and night clubs in between -- THE RITZ BROTHERS.

Liebman plans to dedicate the entire "Good Times" revue (7:30 to 9 p.m., EST) to "laughs, boffs, chuckles and guffaws," built around these six of the best funmakers in showbusiness."

In support will be the vocal and dancing groups with which producer Liebman has won nationwide acclaim.

"Good Times" (Sunday, Jan. 2, NBC-TV, 7:30 to 9 p.m., EST) will be telecast in compatible color and may be seen on standard receivers in high-quality black and white. Nielsen surveys indicate that these Spectaculars are seen by an average of 31,000,000 viewers.

NBC-New York, 12/17/54

. _ _ _ 0 - _ - - -

the second the second to be second to be a second t

'SEARCH FOR SANITY' PROGRAM ON NBC-TV WINS HIGH PRAISE OF NATIONAL ASSOCIATION FOR MENTAL HEALTH

A recent NBC telecast on mental illness has been honored by the National Association for Mental Health for its "outstanding contribution" to public understanding of the problem.

The program, "Search for Sanity," was produced Oct. 31 as part of the MARCH OF MEDICINE series by Smith, Kline & French Laboratories in cooperation with the American Medical Association. The N.A.M.H. has requested and been granted permission to make kinescopes of the program available to its state and local associations for purposes of public education.

In a talk accompanying the citation to the program, Mrs. A. Felix duPont, member of the board of directors of the National Association for Mental Health, called it "one of the most exciting and, without question, one of the finest portrayals of the problem of mental illness, the work that is being done to combat it, the hopefulness of the outlook and the need for public sympathy and action."

She cited a report from the N.A.M.H. public relations staff that said the program "did a more sympathetic, authentic, comprehensive, convincing and stimulating job than any other television or radio program that has ever been seen or heard on the subject."

The SKF Medical Television Unit produced the program. Doris

----0-----

NBC-New York, 12/17/54

WALK ON' DEVI

CRARCH FOR SATENCE REPORT OF INTERVIEW LINE HERE NEEDER

A recent 180 billion on wonbal Lines, has been honored by the Herlard Association for Platal Nealth for its "sutationd of contribution" to public underratunding of the problem. The program "Sumer for Handly," via produced Oct. 31 a pack of the Minel OF MEDICTNE series by Smith, Files ' French File Mineral in cooperation with the Association Folical Association. The N.A.M.H.

nue requested and hern jumited permission to wells kinescopes of the program wallsble to it whete and heal suspices for purposes of volle education.

In a talk zero pauling the ortation to the program, Mar, A relix eafond, moder of the bases of directors of the Mational Annostation for Housel Handli, acted if "one of the most exciting and, without question, one of the finest portrappies of the proof of or each linear, the work has a the finest portrappies of the proof of houseful timeses the work has a the acted for otable it, the canon related on the acted for otable symmethy and canon."

aire oldes a secore committe H. . . . H. mobile rolations of 10 that sold the program "and a supprime sympethetic, and ended none ve esaminated and entralation (ob them any other colorities of refe program that has over them room of leard on the conject."

The SKP Medical Television but produced for Eregien. Pares

at the second (and the

This is a service off

NBC RADIO'S 'THREE STAR EXTRA' SERIES TO BE EXTENDED TO WEST COAST STARTING JAN. 10 ----Sun Oil Continues As Sponsor on 36 Stations; Program Offered 'Co-op' in Other Areas

Ray Henle's THREE STAR EXTRA, heard in a 14-state area of the East, Midwest and South under sponsorship of the Sun Oil Company, will be made available to the entire NBC Radio Network starting <u>Monday, Jan. 10</u>, it was announced today by the National Broadcasting Company.

The program will go to the full NBC Radio Network for sale by affiliates on a co-operative basis in their local areas. The Sun Oil Company will continue sponsorship of the program in its 36-station area and has renewed its contract in the interest of Sunoco motor oil, fuel oil, gasoline and other automotive services and accessories through the Rauthrauff & Ryan, Inc., advertising agency, effective on the same date.

The popular Monday-through-Friday (6:45 p.m., EST) 15minute news program has been on NBC Radio since June, 1932, and has been sponsored by Sun Oil for more than seven years. It originates in Washington and features completely factual reporting-in-lieu of comments or opinions--by Henle, Ned Brooks and other experts.

NBC-New York, 12/17/54

NUC ELULANT THEE FILLS SITTAN SITTAN SITTAN OF CTINNED TO RESPOND FOR SITTAN SITTERS OF ----Cun OIL Conferment Conservations: Frequer Offered (notion and an endermine)

In Humber's IMALS area area, hand in a District of and a the Base, Hiddonst and Do the weder spond privily of the fold to many will be made available for the entite PEC victor matter with fording to the secondance contine PEC victor matter with contain the last condance contained with the site of the bioods at the Conduct.

The program will no to the fell REC PALS A tweed for and by artillates on a co-co-relative brack in their local bracks: The and OLL Coupley will continue the contract of the brackething area no has revewed the contract in the intermet of sample interoil, feel oil, gameline and other attemptive inteviews of sample the area in the foutherauft is from, inc, asvertising and a fite of a fite of a the area date.

" a we ad an " " w an

the first strate of a strate

NBC TRADE NEWS

BARRY WOOD EXECUTIVE PRODUCER OF 'LOOK TV AWARDS' SHOW

Barry Wood, director of special events for NBC Radio and Television networks, will be executive producer of the Look TV Awards program, an NEC special event telecast <u>Saturday</u>, <u>Dec. 18</u>, 8:30-9 p.m., EST.

Look TV Award winners Fred Coe (best producer) and Jack Webb of "Dragnet" (best director) will be among the television personalities appearing on the program.

Charlie Andrews is the writer of the special program (not Archie Andrews, as incorrectly listed in release yesterday).

FRED M. KIEFER PROMOTED IN NBC MERCHANDISING DEPARTMENT

Fred M. Kiefer, district supervisor for the National Broadcasting Company's merchandising department in Pennsylvania and New Jersey, has been promoted to assistant manager of the department in New York City, Murray Heilweil, department manager, announced today. Before joining NBC, Mr. Kiefer was associated with American Weekly, F. W. Woolworth Co., and the Firestone Tire & Rubber Co.

Mr. Heilweil also announced the appointment of Don L. Turpin, as district supervisor of the department's Southeastern territory. Mr. Turpin held numerous sales posts with Philip Morris before coming to NBC.

NBC-New York, 12/17/54

EWEN ROAMS SED

BARRY WOOD ECCLUTEVE PRODUCER OF 'I COK IN . MALL DENN

Burry Wood, director of operial events for LEC Hadio and Television networks, will to exceptive producer of the Look Wy Averys program, on NEC Receich event belegast <u>Seturier Doc. 18</u> 8.30-0 C.T., EDT.

Look TV Award wine re med for (beek producer) and 3reb Vebb of "Dragnet" (bask duractor) will be anong the televicien personalisies appareing on the preserva.

Charles Andrews in the writter of the special program (not Arenic Andrews, as incorrectly listed in release gesterday).

FRED M. KIRTER I SCHOPPE IN HER HERCHANDISING DIFARTMENT

Fred M. Kiefer, diskiet supervisor for the Kational Dreadcasting Company's northandleing department in Permysvania and Now Jerrey, has been promoted to analytant mapages of the department in New York City, Duray Peilweil, department manager, announced total. Before Joining NBC, Mr. Alaier was associated with American Meekly. F. W. Woolwerth Co., with the Christene Tire is Author do. Mr. Heitroil also conconced the appertment of Dep L. Teple,

as distruct supervisor of the leng transfa fortheastern tage term. Ar. Terpin held menorous saint pot a with Philip Form a before could

······

. D'IT CI

אייייאר איייי אייייי

NBC-TV NEWS

CREDITS FOR 'TOURNAMENT OF ROSES PARADE' ON NBC-TV

* ----- *

PROGRAM:

쑸

DATE AND TIME:

HOSTS:

COMMENTATORS:

FORMAT:

SUPERVISOR: PRODUCER: DIRECTOR: SPONSOR: AGENCY: TOURNAMENT OF ROSES PARADE.

No.

NBC-TV, Saturday, Jan. 1, 1955, 12:15 to 1:45 p.m., EST.

Bill Goodwin and Betty White.

Jimmy Wallington and Jeanne Baird.

On-the-spot coverage of the 66th annual New Year's Day Tournament of Roses Parade in Pasadena, Calif. NBC cameras will be located on Colorado Boulevard to televise procession of lavishly decorated floats, gaily costumed marching and mounted groups, numerous bands and other parade features.

Barry Wood.

William Kayden.

William Bennington.

Minute Maid Corp.

Lynn Baker, Inc.

NBC-New York, 12/17/54

Stats VI-14M

:11)ADCm	TOTAL STROT TO INFINITOR
: 547 - 1865 - 1946	. NGC-IV, Caturby, Jan. 1, 1995.
$t = t T_{0} + t T_{1}$	Rill Goottin and Relly Phite:
: SAOLY ME JANG.	in the mountillan the Jeanai
	On-Ri - Grot Boy raits of the Koth samual New York' - V Toreser of Ross - read in prosident - III. MEC control of (vertice - for too Color of Sore (vertice - for the properties of (vertice) - for the properties of the vertice - reminer and proveds and - to the for a logic of the color - to the construct
: IVHIGU	.Lost you 1
: ReDJours	. new
: ROPUTEL	.upigrine 1 metiful
+ 600110 I.C	. Grob Lill Starth
:	. mi Fanst on d

un sue la Que de se aprila

NPC-MON YORS, LZ/17 -54

NBC TRADE NEWS

December 20, 1954

THREE NEW DAYTIME 5-A-WEEK SHOWS ANNOUNCED BY NBC RADIO NETWORK: DR. NORMAN VINCENT PEALE, "JOYCE JORDAN, M.D.," "DOCTOR'S WIFE" Mary Margaret McBride to Add Sixth Day -- Saturday -- to Schedule

Three new Monday-through-Friday morning programs and the extension of another from five to six days per week were announced to the NBC Radio Network affiliates on a closed circuit today by Ted Cott, Operating Vice President of the NBC Radio Network.

The new shows, part of a realignment of the NBC Radio Network schedule designed to give a stronger foundation to the network program format, are the result of both listener and client requests following the success of the NBC Radio Network "across-the-board" formula of booking major star attractions and big-time shows.

An example quoted by Mr. Cott is the MARY MARGARET McBRIDE program which has been presented on Monday through Friday from 10:00-10:05 a.m., EST. This program came to the network in the Fall of 1954 and was sold out within a few weeks. As of Feb. 12 it will be heard Monday through Saturday to accommodate Calgon Inc., which will join with General Foods Corporation, Q-Tips Sales Corporation and Star-Kist Foods Inc., as sponsors.

(more)

STATELY DATES

and the second

2 - New Daytime Shows

The other programs, scheduled to give the listener a favorite personality at the same time each day, and designed to present a small unit sales package of big-time radio for advertisers are:

DR. NORMAN VINCENT PEALE, whose book, "Power of Positive Thinking," has been a best seller for the past 109 weeks and who has been a popular NBC Sunday morning inspirational speaker for many years, will be heard in a new Monday-through-Friday series from 10:05-10:15 a.m., EST, starting Jan. 3. Dr. Peale will devote his 10minute period to answering the letters of his listeners desiring personal or inspirational guidance.

JOYCE JORDAN, M.D., popular daytime series telling the story of the private and professional life of an attractive woman physician, will be heard Monday through Friday from 10:15-10:30 a.m., EST, starting <u>Jan. 3.</u> Ruth Warrick will appear in the title role. The program first appeared on NBC Radio in June, 1937.

THE DOCTOR'S WIFE is the third in the series of programs running consecutively in the new lineup. This relates the drama of a doctor's life as seen through the eyes of his wife. It will star Pat Wheel in the same role she occupied when the program was on NBC Radio from March, 1952, to October,1953. This program drew more than 500 telephone calls in each city where it was heard when it was cancelled. "The Doctor's Wife" will be heard Monday through Friday from 10:30-10:45 a.m., EST, starting Jan. 3.

The return of "Joyce Jordan, M.D." and "The Doctor's Wife" marks the first five-day-per week schedule of morning serials on the NBC Radio Network since December, 1952.

____0____

NBC-New York, 12/20/54

small - - - - - - - -

The other purchases and a purchase of a give he liebened to recent a condity at the recent to recent and the recent a condity at the recent of the recent of

Eff, MORIAL VICULT INTE, whose coph, longe of Doruption Philipping interstant a best setter for the part 10 works and sho has been a perular fied bundey rounded touch the particular from 10:05will be hered in a new flored - through -ruday setter from 10:05-10:15 dimi, KDP, storting <u>dry 11</u> by, Faale will device of a 10minute peruod to answering dr lichers of his lickenery desiring personal of inputable ng 10000000.

Power Joner, Joner, Nowary destine author tolling the story of the private and or Cosiland life of an a tractive wowar physician, will be hourd House, through Files, firs, 10:15 10:30 a. ... Rer, starting Jan, ... with there will appear in the fills role. "The program first pression of EQ (cdin in Jure, 10.7).

"HE DOCTOR'S NET IN the the third in the solder of promutan running constructively in the new lineup. This rule as the drama of a soctor's life as seen through the spect of ints wife. It will star far blaced in the same role all occupied chan the regress was on MBS haute from March, 1952, to ontour, 1953. This progress draw seve than 500 cellephone calls in each off, shere it was noted with three than 500 "The soctor's wife" will no touch broke it may note from 10:32-"The soctor's price in <u>its</u>.

The return of "Jogine Aurdon, M.D." and "the Docsorte and arts the five-day per week schedule of maning somely on the 100 fallo Network since induktor, 1 52

NO- IN YOUR, LOVE V. - OFF



December 20, 1954

TENNESSEE ERNIE FORD TO STAR IN MONDAY-THROUGH-FRIDAY

DAYTIME VARIETY SHOW ON NBC-TV STARTING JAN. 3

PREMIERE

Tennessee Ernie Ford will star in a new informal program when the TENNESSEE ERNIE FORD SHOW is introduced <u>Monday, Jan. 3</u> (NBC-TV, 12 noon to 12:30 p.m., EST). Music, comedy and interviews will be the highlights of the Monday-through-Friday presentation.

Appearing with Tennessee Ernie will be a six-piece musical group and two girl singers. Already signed as a feature vocalist is Molly Bee, who is also seen on NBC-TV's "Pinky Lee Show."

(more)

'GOOD TIMES'--IN FAVOR

Judy Holliday, the nation's favorite portrayer of dumb blondes; Steve Allen, favorite quick wit; and Dick Shawn, favorite "talking pantomimist," join the Ritz Brothers on Max Liebman's first color Spectacular for 1955 --GOOD TIMES -- on <u>Sunday, Jan. 2</u> (NBC-TV, 7:30 to 9 p.m., EST). INVATION IN CONTRACTOR

2 - 'Tennessee Ernie Ford Show'

Well-known to television fans as the star of the "College of Musical Knowledge" which was presented on NBC-TV last Summer, Tennessee Ernie Ford also has his own radio show on another network.

Ford not only can sing a hillbilly tune, an operatic aria or a current "pop" tune -- he also has proved his versatility as an announcer, master of ceremonies, actor and comedian.

His records are top sellers throughout the world, selling well into the millions. Well-remembered for his "Shotgun Boogie and other solo numbers, Ernie, in addition, has made records with Kay Starr, Helen O'Connell, Ella Mae Morse and Betty Hutton.

Since the first of the year, he has sung the title song in 20th Century Fox's "River of No Return," acted in two roles on "I Love Lucy," made guest appearances on "The Red Skelton Show," "Toast of the Town," and many others.

"Tennessee Ernie Ford Show" will have the time-spot formerly occupied by "The Betty White Show."

NBC-New York, 12/20/54 FWK

tronis more signing a start - 5

Servers for the original of the form of the four of the "Callege of Sucked For the generated on NBC-IV for the server Frate Fors also has backed on mails show on suchier a cont.

eres and edir com sine a bilibility have, an and the same or a courtage "pro" that in also has proved dis reportively at in antener, magner of concernation, second and court of

His resolutions for sellors throughout the solid, sulling of into the millions. Well remembered for the "Notgun Esolid and gasered numbers, dreis, in addition, as made reprint with fly start, Holyn utionall, bils due Morre and Forty Houton.

"In a children of the year, ho he was the title send in .2-1 Contary Fords "R he of He Return ' sated in the coles of "L evoluter," may puest consume of H "No Rel Notice Carw," "Pontof the form," and may stress.

"Termoure Irole And thow' will have the time-spot to marky according to the the spot to marky according to by "the prive here if or."

1117 - 40 1.5' 1 . ALUE 1 3. - TETTE



December 20, 1954

JOHN GIELGUD AS SHERLOCK HOLMES, RALPH RICHARDSON AS WATSON, AND ORSON WELLES AS THE VILLAIN MORIARTY, IN NEC RADIO SERIES Top-Flight Cast Named for Conan Doyle Stories Produced in Britain

A new, authentic, British-produced series of radio adaptations of THE ADVENTURES OF SHERLOCK HOLMES starts on the NBC Radio Network <u>Sunday, Jan. 2</u>, featuring two of Britain's most distinguished actors in the lead roles.

The new series of presentations of the immortal and original stories of the late Sir Arthur Conan Doyle will feature Sir John Gielgud in the role of Sherlock Holmes, and Sir Ralph Richardson in the part of Doctor Watson.

Each of the half-hour programs to be heard Sundays at 9:30 p.m., EST, will, in addition, introduce a distinguished supporting cast chosen to lend authoritative re-creation of the period and atmosphere of the legendary Holmes adventures. For example, Orson Welles will portray the arch-criminal, Professor Moriarty, lending the resonance, tone and authoritativeness of the Welles voice to the part. Val Gielgud, in real life Sir John Gielgud's brother, will portray Mycroft, Sherlock Holmes' brother.

(more)

IT MAY TARA TO DE LE MA DET M. C.

1212 mm mm -

2 - 'The Adventures of Sherlock Holmes'

The radio adaptations, while faithfully portraying the plot and intention of Sir Arthur Conan Doyle, have been dramatized so as to use to the full, the resources of modern radio production. Towers of London have handled the adaptations with a view to pleasing the Sherlock Holmes fans who are "purists." Every possible effort has been made to re-create the stories in as unabridged fashion as radio will permit.

The incidental music for the series has been specially composed by Sidney Torch and features a theme written for the violin and played by the distinguished virtuoso Alfredo Campoli.

NBC-New York, 12/20/54 FWK

"The rudit of stations, while raith "ly proteining an plat and intension of the Arthur Coman Dople, have been creating to a de to use to the full, the recourses of metern which production. So we of Lordon involuming the atoperions with a view to pleteing to limitor' Holmps these who are "gradies." were possible offert nution rade to re-proate the eterico in as undoubling the factor of permit.

The incidental music for the serie has than specify of possed in Gidney Toroh and Frature a time witcom for the violin and played by the di-Circushed victure of Arr to Cancoli.

MEG-1 V HORL 22,20/31 MIT

COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

(Dec. 26 - Jan. 1)

(NBC-TV Network Including WRCA-TV)

Tuesday, Dec. 28

A SERVICE OF RCA

11:15-11:26 a.m., EST -- on HOME -- A color pickup showing preparation of holiday food with Kit Kinne and Chef Phillip.

* * *

Thursday, Dec. 30

11:15-11:28 a.m., EST -- on HOME -- Again a food segment done in color and featuring Kit Kinne and Chef Phillip.

* * *

9:30-10 p.m., EST -- FORD THEATRE presents "The Unbroken Promise" starring George Brent, Frances Dee, Gigi Perreau, Sara Haden and Gertrude Michael. A young girl who has been taught to worship her mother's memory is resentful of her father's impending marriage until her mother shows up to dispel all she has been taught to believe.

____0

NBC-New York, 12/20/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK . . .

> ارد ک^ر افراد مرکز می افراد ایرون

* 'HOME' EMCEE ARLENE FRANCIS HAS SPECIAL WARDROBE TO MEET NEEDS OF TELECASTS

A special wardrobe has been created for Arlene Francis' use on the HOME show (NBC-TV, Mondays through Fridays, 11 a.m. to 12 noon, EST), taking into careful consideration the specific requirements made of her and on her clothes during her daily appearances on the program.

Designed by Arnold Scassi at the instigation of "Home's" offcamera fashion editor Hazel Arnett, the wardrobe consists of eight pieces -- two skirts, two blouses, two jumper tops, a jacket and a dress -- all interchangeable, making it extremely versatile with 12 possible variations. They are all made of wool, except the blouses which are of cotton. Seven pairs of shoes by I. Miller are also included.

In addition to making the wardrobe becoming to Miss Francis, Mr. Scassi allowed for the fact that she must have complete freedom to move about the set, walk up and down stairs and wear a necklace type microphone at all times. He also took into consideration her figure and how to best compliment it. As she travels frequently with the program, this was another element involved in the selection of the clothes. They must be simple so as not to wrinkle and easy to pack. The wardrobe will, in fact, be used for the first time during "Home's" coastto-coast trip to Chicago, Milwaukee and San Francisco Jan. 3-14.

Colors which are becoming to Miss Francis and which register well on TV screens were selected. One jumper top, and a skirt and the jacket which combines to make a suit, are black and white tweed. The other skirt and jumper top are charcoal, the latter with pale grey collar and cuffs. One blouse is pale grey with dark grey trim and the other is a pale yellow. The dress is made of lilac flannel.

----0-----

NBC-New York, 12/20/54 FWK

I THE WELL THE TOP TO THE

THUNG FOR AN THUNK TO THE SAUTH PERMITTER OF RESULT OF A SEAL JAN 3%

A possible wardsome has been much the network with the HOME has (VEC-IV, Hendard Surough Prioages, 1) has to 12 neons of the HOME has (VEC-IV, Hendard Surough Prioages, 1) has the herder of 2 neons and a structure event for the herder's contract manages of the second of the second

mert fachion aditor Hotel Armist, the vertices to incluse of alghe decas -- two kinte, two stances, two jumber top , a jackat we t have -- all interecongetels, while it extremity versarile with 12 esetble while the flow, free an all smere of week, essept the blogane high are of notice, free pairs of these by T. Miller in also molyced.

In addition to must of the waractic operating to disc Waract, a Senact allowed for the next that the must baye complete freedor to by about the set, well no and come stars and were a module type how bott three. He also cook into constitution her figure ad how to test compliant it. As she travely frequently with the prorow, this was another of mean travely and also to puck. The ware, any must be simple as an of the visit and also to puck. The ware, she will, in fact, the the first time firm of the proshe will, in fact, the test the first time firm of the set.

Colore And an breath, to " a D and only and a data and I an TV compose were a forced. One junct to the top, shi to deter and the out to structors were a forced. One junct to the copy shi to deter and to structors for and a suit, a block of and the forced. And kine and part mop a calleder I. The internet with pair and and the totoff. One brows is the even with our and the and the area for an only one is the force with our and the and the area off. One brows is the even with our and the area are to the valid. The dense is and one form the area

n. w w m = "Tro = m = "

With a charge is a strate with

NBC TRADE NEWS

Square (11:55 p.m. to 12:10 a.m., EST).

Above the din that will greet Gotham's traditional salute to the New Year, the two emcees will describe the merrymaking of the gay, noisy throng in the Square below their vantage point on the marquee of the Sheraton-Astor Hotel. Miss Emerson also will interview famous guests.

BROWN AND WILLIAMSON TO SPONSOR NEWS PROGRAM

Brown and Williamson Tobacco Corporation has purchased the Wednesday 8:30-8:35 p.m., EST period on the NBC Radio Network, starting Jan. 5, 1955. The sponsor will present a news program, with Kenneth Banghart, for the 1955 season in the interest of Kool Cigarettes. The contract was signed through Ted Bates and Company, advertising agency.

-0-

NBC-New York, 12/20/54

The Att Cost

PAYE EMERSET JORN RE CRADER AS CO-MOLE DE LES 2 PAYE EMERSE SOURCE TRU VELETS FOR DE LOUSE A

Dayo Emerson Jain Dan Grener in Höhtin, die podla NRI-10 Perup naching the Nri- Yerr's Everist buckton in New 10 die 10 die Dare (11:55 pim. to Tarto ...", 121).

Above the distributential will prest Gotham I to exclose a minio the New Year, the second will depart to the merricle of the ey, notay throng in the reace below that weetby point on the reques of the Sheraton Allor Hob 1. Bits Energia also will interior areas guest.

BROW NO WITH MULLION TO TROVED WINE AN INC.

Provide 35 ring and William of Tuberno Corpor Wind For ponchaped the deserver R:30-0:35 ring, S.T. Perford on the ACC Rule Tetwork, atom a. 5, 1955, Sin eponeer at 1 preside a new project, with terrol attert, for the 1976 second the the internet of Koul Cirports contract was signed through Oud Bates and Contemp, advictschip

WET-KIT YONG THEFTS

December 21, 1954

쑸

TRADE NEWS

WESTERN STAR TEX WILLIAMS AND HIS BAND TO BE SPOTLIGHTED IN NEW SATURDAY NIGHT SHOW ON NBC RADIO Program to Feature Community Singing and Noted Guests

쑸

The TEX WILLIAMS SHOW, featuring the famous Western star and his orchestra, will become a weekly feature on NBC Radio starting Saturday, Jan. 1 (10 p.m., EST, network except WRCA).

The series of half-hour programs will originate at the Bird Cage Theatre of the Knotts Berry Farm, Buena Park, Calif. A highlight of each show will be a community sing during which a name guest will be "discovered" and invited to sing a solo.

The Tex Williams orchestra includes such well-known Western entertainers as vocalist Jimmy Widener; the Texas Four; accordionist George Bamby and Dickie Phillips featured on fiddle and guitar.

Williams, versatile young singing veteran of stage, screen, radio and television, started his musical career after overcoming an attack of polio as a child in his native Ramsey, Ill. He toured the country with various units until 1946, when he formed the "Western Caravan." The band was an instant success and recorded the novelty smash hit, "Smoke! Smoke! Smoke!" which sold more than 2,000,000 copies.

(more)

a but a bit a causer a hills

The parties of sectors process and a sector of the sector

2 - Tex Williams

After that success Williams was signed for motion pictures. He has appeared in more than 15 films, has made many personal appearances and has been guest and star on many radio and TV programs.

The "Tex Williams Show" will replace "Dude Ranch Jamboree," which has its final broadcast Dec. 18. A special program will be scheduled in the time period on Dec. 25.

NBC-New York, 12/21/54

Annual Annual

ELELIN XOT - 1

After has apprended in more than 15 Jilm, has many motion motion motion and the has apprended in more than 15 Jilm, has many more and F apprended the bestored guade and that on mony multiplant F apprended the bestored guade and that on mony multiplant F

and the second second

The "Tex Williams Show" will replace "Dude Aunch Jamesse," antch has its final broodcast Sec. 13. A spucial program will be schoduled in the time period on Dec. 23.

and more and and C) is more over a

Ferrar 12/21 - 12/21 - TH

	T'S SHOW WAGON WITH HORACE HEIDT
AND THE	AMERICAN WAY' ON NBC-TV
PROGRAM:	SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY.
TIME:	NBC-TV, Saturdays, 7:30 p.m., EST, starting Jan. 8, 1955
STAR:	Horace Heidt, with his troupe, in search of "tomorrow's headliners." Also, a prom- inent guest star each week.
FORMAT:	Variety show with the guest star spotlighted; salutes to different states; lead- ing amateurs from the states visited compete with other states' representatives.
PRODUCER:	Jerry Brown
DIRECTOR:	Joseph Cavalier
MUSIC:	Horace Heidt and orchestra
SPONSOR:	Swift & Co.
AGENCY:	J. Walter Thompson
ORIGINATION:	Live, from various parts of the country.
	0

*-

NBC-New York, 12/21/54

*

<u>n 3 17-0 i</u>

TO LAR LOADEN MORE WORKING OF MERC	E THE PARTY IN THE PARTY OF
THE MARKEN AND THE REAL TO A CONTRACT OF	07 C.N.
LENA MADANA CANA ANALA ANG MADANA DI TANAKAN ANG MADANA ANA	FROM T
A CLASS RECEIPTING A CONTRACT OF A	: Hoth I
 Male 2010 Male 2010	:
	: PAM int
Any-Court of the court	: A COLOA
Juscia Carecolar	· HOIDER D
STIRAL TO INC SHORE ACTION	NOLDER.
	· :: (CO. T(C) T.)
(1990) (100) (11 (100) (1) (1)	: 3 ^{/*17} [10]]
	STRUE TRUE DEPO

. D --

27 10 51 . Wat 10 ... 20

....

NOT THE DICKENS, BUT THE CREAM OF THE 1954 PICKIN'S --THAT'S NEWSWEEK'S CHRISTMAS COVER BOX GEORGE GOBEL

Hailed by Newsweek magazine as "'54's gift to comedy," the elfin face of NBC's George Gobel peers through a wreath on the cover of the Christmas issue of the magazine.

The accompanying article says, in part: "This year...the vast majority of America's 32 million TV screens will be alive and ablaze. On a good number of them, Christmas night laughter will be sparked by the citizen of the 20th century world whom Mr. Pickwick well might have thought least funny...George Gobel is, nonetheless, America's reigning comedy sensation."

Gobel's Christmas night (Saturday, Dec. 25) program will be seen over NBC-TV at 10 p.m., EST.

> FRED ALLEN WILL PUT A POSER TO 'JUVENILE JURY' WHEN HE'S GUEST STAR ON SHOW JAN. 2

____0-----

Comedian Fred Allen will appear as guest star on the Sunday, Jan. 2 JUVENILE JURY program (NBC-TV, 4 p.m., EST).

The problem on which the ad-lib artist will seek advice from the five young jurors concerns his future career: Should he continue as an entertainer or become a full-fledged author after his initial success with "Treadmill to Oblivion?" Jack Barry will be the moderator.

____0____

NBC-New York, 12/21/54

- MON DANCE

THE THE DIRECTOR STATE OF ME CT PER 1954 FIGHIN'S --

Ehe necession article acts in press "Whit year... (He was major y of America's 32 millior TV actor will be alter and abiles. On a good number of then, ford simes wight laughter will be serviced by the rituar of the 20th renth of work? More fir, Pi indek well might have thought instrumenter. America's reiming of a sy seminitor.

Cololite Christmer n.ght (receivy, bee, 25) program (11) be seen over MEC-TV to 10 r.m. 1 ".

FRED ALLEN WELL PUP A CONTROL FUNDILL' JURY' JURY' ALLEN MELL' JURY'

Compilar Fred Aller will apply as proviseration the
Compilar Fred Aller will apply above as proviseration (NO-TV, 4 p.m., EST).
The problem on entropic of the solution will seek plyice
From the five groupg jurgers: ordered ble fution entrop: "Hould to
continue as a spiterialner of herody a full-fible willow fitter his
Initial subsets with "Transiliarity at 12 or 1

. Clerekon rdi

MLC THE MORE, MAY 27/ 24

'UNCLE JIM' HARKINS, BENEFACTOR OF ASPIRING RADIO-TV TALENT, WILL RECEIVE MEDAL FROM POPE PIUS XII FOR SERVICE TO CHURCH

NBC-TV AND RADIO NEWS

James P. "Uncle Jim" Harkins, former assistant talent coordinator at the National Broadcasting Company, will receive the Pro Ecclesia et Pontifice medal from Pope Pius XII shortly after Francis Cardinal Spellman returns from Korea in the middle of January.

Uncle Jim served on the Cardinal's Committee of the Laity working in the field of entertainment and for six years was chairman of the annual communion breakfast of the radio, television and advertising industries. The breakfasts were originated by another former NBC employee, Josep's Sheetan, now a schoolteacher.

The medal is bestowed in recognition of outstanding service to the Pope and to the Roman Catholic Church.

Uncle Jim, long a familiar and popular figure in the entertainment world, was a performer himself when he met Fred Allen, then a juggler. They became friends and, when Allen put together his "Town Hall" radio series in the mid-thirties, he hired Uncle Jim as his aid. Uncle Jim has been auditioning talent ever since and, although approached by would-be performers wherever he goes, he never has been known to rebuff anyone with a harsh word or withheld smile.

----0-----

NBC-New York, 12/21/54

White BUAS I HAR TO BE

VONTE JIM' HANDING, FRHENACTO OF ASFREDE RADIO-IV INLEVT.

James P. "Uncle Jim" Hurt I., Conner and from Calcut Coor nator at the Hational Ero American Company, will receive the fire Declesia at Pontifice metal from Sove Plus Alt chertly after Francis Cordinal Spelinen returns from Kores in the medic of Jeruary. Uncle Jim served on the Cordinal Constitutes of the Interview

working in the field of entertain of a first score and one have of the annual communion beside to the malte, television and advertising in margina, the second intertain mother former MEC capityne, Jo

The Rope and to the Roman Cetholic (11 4).

Unite Sim, for, a front is an fourier right from the met fred Allen anterformment world, which portees a big off when the met fred Allen case a jurgler. They becamp for a sign allen put together sis "Town Hall" radie sories in the religion has be alled from the his dist. Uncle dim has be a solution of the ever be apend, he although approximed by would be an issue a wherever he area, he never has been known to rebolf anywe with harsh and or withheld wite;

TO-BOW ZALL, 1914-01

December 21, 1954

TOP SPORTS EVENTS ON NEC'S SCHEDULE OF TELECASTS
FOR NEW YEAR'S EVE AND NEW YEAR'S DAY
Times Square Welcome to 1955, Tournament of Roses Parade
In Pasadena and Victor Borge Show Also Listed

Top-notch sports entertainment distinguishes the special
New Year's programming scheduled by NBC-TV for Friday, Dec. 31 and
Saturday, Jan. 1.

On New Year's Eve, in place of its regular Friday night boxing telecast, the GILLETTE CAVALCADE OF SPORTS will cover the final game in the Eastern College Athletic Conference's third annual Christmas basketball festival at Madison Square Garden (10 p.m., EST). Sportscaster Bud Palmer, former Princeton and New York Knickerbocker star, will comment on the action.

From 11:55 p.m. to 12:10 a.m., EST, NBC-TV will cover the always exciting arrival of the New Year in Times Square. From the marquee of the Sheraton-Astor Hotel, Ben Grauer and Faye Emerson will describe the scene as thousands jam the Square to greet 1955.

(more)

Ducantor 21, 1994

TOP SPORE' LUTE ON NEC'S CHURDLE OF PETERST. FOR THE AND HER AND HER AND AND AND 1

Three 2 whre Weilone to 1995. Torranment of Rosce Firede In Panasena and Vilton Poirse Show Alse Linted "Top-notch sports entertainent distinguists the special New Year's programming scheduled by NEC-TV for Friday, Dec. 31 and Starday, Jan. 1.

On New Year's Eye, in place of its regular Friday night boxing telecast, the GULLETTE CAVALCADE OF STORTS will cover the final game in the Eastern College Athletic Conference's third annual Christmas bushetball fectival at Maddeen Square Garden (10 p.m., EST). Sportseaster Eud Palmer, former Princeton and New York Knickerbocker star, will comment on the action.

From 11:55 p.m. to 12:10 a.m., EST, NRG-TV Will cover the always exciting arrival of the New Year in Times Square. From the marques of the Sheraton-Astor Hetel, Ben Grauer and Frye Emerson will describe the serve as thousands jun the Square to greet 1955.

(erom)

New Year's Day will be a football fan's delight, for NBC-TV will cover not only one big bowl game, but two. The network has exclusive television rights to both the Cotton Bowl and Rose Bowl contests.

Preceding this coverage, NBC-TV will telecare the colorful TOURNAMENT OF ROSES PARADE in Pasadena, Calif., from 12:15-1:45 p.m., EST. Bill Goodwin and Betty White will serve as host and hostess, respectively. The announcers will be Jimmy Wallington and Jeanne Baird. Roy Rogers and Dale Evans will be featured in the parade itself.

This will be followed at 1:45 p.m., EST, by the COTTON BOWL battle in Dallas, which this year matches Arkansas' Southwest Conference champions against the Yellow Jacket of Georgia Tech. Lindsey Nelson and Red Grange will team up to describe it.

Immediately following the Cotton Bowl telecast, the R.J. Reynolds Tobacco Company will present SPORTS HIGH-LIGHTS OF 1954, a filmed review of classic thrills in American sport during the past year.

At 4:45 p.m., EST, NBC-TV will return to Pasadena to cover the ROSE BOWL contest between mighty Ohio State and Southern California. This will be the 41st renewal of America's oldest bowl game. The coverage will be sponsored by the "Cavalcade of Sports."

Following the Rose Bowl telecast, the American Chicle Company will present a special holiday treat, THE VICTOR BORGE SHOW, starring the hilarious Danish pianist in a program of music and comedy which will continue until 8 p.m., EST.

NBC-New York, 12/21/54

Her Nor's Dev villes a loothall "arms delignt, for NER-I" will cover not only one sig bowl game, but two. The number of has contaring to levi for right to both the Cotton Lowi and Roe Fowl contest.

Interding this coverage, 100-07 will to leave the colored TOURAMETE OF 200-05 200-07 will be readens, Collf, area 1215-1210 p.m., 2017. 2019 Cocdwin and Setor Walts will never ab hold and he takes, reape tively. The naconnects will be found that J anne 3 1 d. Nev Regize and file Stans will be readed in the parada teel.

This will be failewed at 1:15 p.m., EDT, both contour BOWL battle in Dallas, which this gram mounts wanted fouthwere Conference champions against the Yell w date of Guorgie Ross. Unders Fricon and R.S. Grane will can up to describe 15.

Traudilitaly following the Costor Enwi telecast, the R.J. Keymolds Tobacou Company will represe SIGMTS NIGH-LIGHTS OF 1950, 4 filled review of classic thrills in Arrivated the Just ysam.

At 4:45 n.m., 52, 120-17 .111 - terrs to Pleadent for cover the FORT BOLL condet between might, 044 n.3 the and Sectors Collfornia, March Milt be the Milt brane of a and help observed game. The coveration will be element by the "C values of Long 1.1

YH -- OK LOTE, LO STA

December 21, 1954

ALL-STAR PARADE OF BANDS ACROSS THE NATION TO GREET NEW YEAR ON NEC RADIO SHOWS; COTTON BOWL AND ROSE BOWL FOOTBALL GAMES TO BE BROADCAST

An all-star parade of bands playing through the night will oring the excitement of New Year's Eve to NBC Radio's listeners (<u>Friday, Dec. 31,</u> 11:30 p.m.-4 a.m., EST). Midnight revels in New York, Chicago and Hollywood will break into the music of the top-name bands, which will include those of the Dorsey Brothers, Guy Lombardo, Duke Cllington, Woody Herman, Sauter-Finegan, Erroll Garner, Les Brown, Heorge Shearing, Ralph Marterie and, from London, Ted Heath.

Two big football games will be features of the New Year's Day log: the Cotton Bowl game at Dallas with the Arkansas Razorbacks Cacing Georgia Tech, and the Rose Bowl Game at Pasadena with Southern California meeting Ohio State.

A live performance of Handel's "Messiah" will be broadcast from Keesler Air Force Base, Biloxi, Miss., with a 128-voice chorus composed of airmen, nurses and WAFS.

A list of NBC Radio highlights for New Year's Eve and New Jear's Day follows (All times EST):

FRIDAY, DEC. 31

9:30-10 p.m.-Rose Bowl Kickoff Luncheon (Recorded)

(more)

-

.334

ALL-LOVE PARAGE OF SALLO ACTOLL PHE WARGE TO GERT NEW YEAR OF LET FADIO STORE; COFFON BOW, AD ROSE BOWE FOUTBALL GAPES TO BE BROADDART *

An all-abar pur or of bands blowing enrough dis might will ring the chalterent of Mov rear's ave to MBC Radie's listeners writey, Nec. 31, 11:30 mm.-* a.m., EST). Midnight revels in New York Wienes and Hollywood will overly inc, the music of the top ners broke, with include those of the Dorsey Krothers, Guy Lonbards, Da's .11 ington, Gody Hormen, Subtr-Fincton, Erroll Garder, Lot From.

Two big football gemen will be feature of the New Yute's ay log: the Ootton Bowl game of Dellas with the Arkanser Revolve to alog Growgis feen, and on intese Bowl Game at Paradent with Southern allformia moreing Object.

A live performance of Handelin "Amasian' will be brondeard row Keeples Air Amme Date, Silexi, Miss., with a 185-vehee sucrus emoced of airwright and Milly,

A list of MRS Rause Minister for Newviscon and Man

IC .DEG (YEGING

P: 20-10 p.n. -Rose Sows Michael Francherer (Round d)

() TI E MI)

2 - New Year's Radio Programs

FRIDAY, DEC. 31 (CONT'D)

This is the complete dance band and celebration schedule on NBC Radio (network except WRCA): 11:30-11:45 p.m. --Guy Lombardo orchestra, from Hotel Roosevelt, New York. 11:45-11:58 p.m. --The Dorseys (Tommy Dorsey, Jimmy Dorsey, featuring Buddy Rich), from Hotel Statler, New York. 11:58-12:05 a.m. --Midnight celebration at Times Square, New York. 12:05-12:30 a.m. --The Dorseys, from Hotel Statler, New York. 12:30-1 a.m. --Duke Ellington orchestra, from Basin Street club, New York. 1-1:30 a.m. --Woody Herman orchestra, from Blue Note, Chicago. 1:30-2 a.m. --Sauter-Finegan orchestra concert, from Kline Memorial Auditorium, Bridgeport, Conn. 2-2:30 a.m. --Ralph Marterie orchestra, from Melody Mill, Chicago. 2:30-2:45 a.m. --Erroll Garner orchestra, from The Embers, New York, 2:45-3:15 a.m. --Les Brown orchestra, from Palladium, Hollywood. Including midnight celebration in Hollywood. 3:15-3:30 a.m. --George Shearing Quintet, from Birdland, New York. 3:30-4 a.m. --Ted Heath orchestra, from London. A New Year's Eve salute from Great Britain, broadcast in cooperation with BBC. 4-4:05 a.m. --News, from NBC New York.

(more)

JEA

clubers cours will be from the cur	the terms complete da	
	$\{(A \cap \overline{\partial} 1)^{-1} \mid (Q \in \mathcal{A}) \to (A \cap \mathcal{O}_{A} \cap \mathcal{O}_{A})\}$	0169-5
rey tombardo reas tras fra Kilat nonuretty tar Satu	 In the first of the second seco	
الان المكلمية: (المستر، كالمعنور). بالمانية كالمحقوق الأعطار عامل الأسطرة الألفائية. المعاد الاعتمال كالا محافظ الألب، الأمعاد.	2" (L2011)	
reall to rollowideles of under		
No. 1 or son a first listig a status.		
ດາມ ເວັນສະເຫຍາດການ ກາວປະທາໃຫ້ເປັນ ເປັນການ ກາວໃນ ເປັນເປັນ ເປັນ ເປັນ	N.B 1-02:51	
Lands endering orderingender om . Landstörn i Longstörnen . Endstörn som .		
ారుగోడి ఇందినేని సంఘటనను సంఘటను గర్శక్రించి. సాగ్రామి కి. పి. కి. కి. కి. కి. కి. కి. కి. కి. కి. క		
Concluida don ere potes, crea riv. Column, Mex You	E. E 24+5-08+5 	
internation and an and an an and an		
Courses who have been from the courses.		
 Molecci (not serve druck) March (construct) March (construct) March (construct) March (construct) March (construct) 	m. H-OGIE	4 A
. Marchine i Theil Great, and .		

(and)

SATURDAY, JAN. 1

-0----

10:30 a.m 12 noon (network except WRCA)	HANDEL'S "MESSIAH" A live performance by the mixed chorus and orchestra of Keesler Air Force Base, Biloxi, Miss. The 128-voice chorus is made up of airmen, nurses and WAFS. Airman First Class Glen Draper, founder of the chorus, will direct the performance. The program will be presented in cooperation with the Air Force.
--	---

12 noon - 12:30 p.m.

12:30 - 1:00, network except WRCA; 1:00-1:30, network including WRCA.

1:45-4:30 p.m.

4:30-4:45 p.m.

4:45-7 p.m.

NATIONAL FARM AND HOME HOUR - The agricultural outlook for 1955.

TOURNAMENT OF ROSES PARADE --Annual festivities from Pasadena, Calif.

COTTON BOWL FOOTBALL GAME --Arkansas Razorbacks vs. Georgia Tech. From Cotton Bowl, Dallas, Tex. Joe Hasel and Curt Gowdy, announcers.

FOOTBALL ROUNDUP -- Bowl results, originating from Cotton Bowl radio booth.

ROSE BOWL FOOTBALL GAME -- Southern California vs. Ohio State. From Rose Bowl, Pasadena, Cal.

NBC-New York, 12/21/54

E SAME

Call - mon Sf	
18:30 - 1:00, as 2007 shouse URGA: 1: 0-120 Renvers 1:01 100, 10 - 1304.	
.m.c 0E:14.2071	
mag cut de rett	and the NOWYON'S Book Instant Anti-Lating free "theory Ford Multi-Loose,
6.65-7 T.M.	the

.205 B o o .c. nimitado .ist control control.

.

and an one and the second and and



December 21, 1954

DR. NORMAN VINCENT PEALE TO ANSWER LISTENERS' QUERIES IN NEW MONDAY-THROUGH-FRIDAY RADIO SERIES

PREMIERE

Dr. Norman Vincent Peale, whose "Power of Positive Thinking" has been the Number One best-selling book of non-fiction across the country for the past two years, will launch a new five-times-weekly program on NBC Radio starting Monday, Jan. 3 (10:05-10:15 a.m., EST).

In the new series of Monday-through-Friday broadcasts, Dr. Peale will answer questions his listeners send him. On the air he will reply to those queries he believes reflect the "most typical" problems of large segments of the population today.

One of the busiest ministers in the United States, Dr. Peale is pastor of its oldest Protestant church: the Marble Collegiate Church in New York. There each Sunday he preaches two sermons to congregations totaling more than 4,000 worshippers; a TV circuit carries the sermons to "overflow" rooms.

The Marble Collegiate Church Clinic, in which Dr. Peale is associated with Dr. Smiley Blanton and 12 assisting psychiatrists and psychologists, is a pioneer and widely known counseling service in personal problems. It occupies the entire floor of a Park Avenue office building.

(more)

EWEND SKART

1 - 110

and a second of the second of the second sec

and the set of the set

Transil)

2 - Dr. Norman Vincent Peale

Dr. Peale's weekly talks on "The Art of Living," broadcast on Sundays by NBC Radio, are heard by millions. His printed sermons go each month to a list of 175,000 persons throughout the world who have requested them. Dr. Peale also is a syndicated newspaper columnist, a magazine columnist, editor of "Guideposts," an interfaith monthly magazine, and author of several of the most widely-read inspirational books ever published. His "Guide to Confident Living" is still very popular.

One of the country's best known lecturers, Dr. Peale appears before many state and national conventions, community mass meetings, business and industrial gatherings, chambers of commerce, dinner clubs, lecture course audiences, teachers' and bankers' associations, national and state trade associations, service clubs, women's clubs, and also religious gatherings.

Dr. Peale was born in Bowersville, Ohio. He grew up in various Ohio towns, attended public schools, went on to Ohio Wesleyan University, and wanted to be a newspaperman. After graduation in 1920 he got a reporter's job on the Detroit Journal. Later, he studied theology at Boston University. His first church was in Brooklyn, N.Y., while commuting from classes in Boston. In 1927 he was called to the University Methodist Church in Syracuse, N.Y. He stayed there until 1932, when he answered a call from Marble Collegiate Church in New York.

Dr. Peale married Ruth Stafford in 1930. They have three children: Margaret, 21; John, 18, and Elizabeth, 12.

____0___

NBC-New York, 12/21/54

olevel structure distriction of - 9

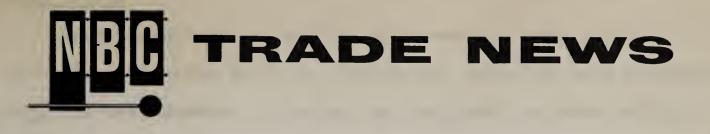
Ert isale's scelety visits on "his with of biving," breather on burnings by HeC Redie, and heaved by with nor. Which printed memories go each month to a lise of 175,000 persons short; her world und have requisted them. Er, Falle also is a symilested nongraph volumnist, a magaine concent to, with of "Getephoise," an interpret wonthly majazine, and events of concent of the rost with system inspirational books over publicited, His "Gutue to contain the to,"

One of the courtry's best roots incression and the second structure of the second structure is a second sec

Dr. Ledie in a burn in Sureravillo, Onio, Holprovan in Sureravillo, Onio, Holprovan in Sureravillo, Onio, Holprovan in Surenavillo, Onio, Holprovan in Surenavillo, Antocalo, attended in Sureravillo, Antocalo, and unced in se a neuringerman. At is graduation in 1920 in the for a neuringerman, At is graduation in 1920 in the for the interval. House, ho shall the finances of the interval in the second in

Dr. Forto alle od atta Storford an 1930. - Figebree warson Shilling: Margheis, O'r Son 't's, tho siterictor, is.

10-10 Set, 108 61-50



December 21, 1954

-10 'HOWDY DOODY' STARTS EIGHTH YEAR ON NBC-TV DEC. 27 AND DOODYVILLE LOOKS BACK ON 7 YEARS OF FUN AND FANTASY 쑸 2% Xe No. HOWDY DOODY begins his eighth year on television Monday, Dec. 27 (Monday through Friday, NBC-TV, 5:30-6 p.m., EST). The

*

1,752nd show will be presented on that day -- a bigger total than any other TV network program.

Howdy was NBC's Christmas gift to the swing-and-see-saw set of America in 1947. He made his appearance as the network's first children's TV program on Dec. 27 of that year. With each passing year he has been acquiring new audiences, new laurels and new friends on and off his show. He is welcomed into more than 5,000,000 homes daily.

In the past year five newcomers have increased the population of the wonderful world of Doodyville, home of Howdy. They range from Hyde and Zeke, the tiny twin bears, who are in turn shy and bashful, bold and inventive, to Mambo the elephant, the very essence of daintiness, who dances only to mambo music.

But while the cast and the audiences and the honors increase, Howdy over the years remains his modest, lovable self.

Howdy, NBC's first venture into the children's TV program field, had his course chartered carefully and well, for the basic format still remains.

(more)

2' - Howdy Doody

Live characters are put in juxtaposition with puppets so that the elements of fantasy prevail. Bob Smith, from the very beginning in 1947, has been Howdy's voice and the program's beloved Buffalo Bob, the cowboyhero who never totes a gun. Smith has top billing on the puppet show. His warmth and versatility have been vital ingredient to its success.

The circus theme employed at the beginning is still a trade mark of the program with Clarabell, the mute but mischievous clown moving multitudes of moppets to laughter with his matchless pantomime and such amusing puppet characters as the fascinating Flubadub -- nine animals combined into one -- capturing the circus gaity.

The Peanut Gallery, the tiers of seats in Doodyville where 50 young visitors to the program sit and are picked up on occasion by the TV cameras, still remains the most difficult section in the city for which to get tickets -- over a thousand requests being received each day for the precious pasteboards, with some parents writing for tickets years in advance.

This show made its debut as a once-weekly program. It became such a hit that within a few months its time was expanded to three periods a week, and then to its present five-a-week, Monday-through-Friday, schedule.

First hint of Howdy's great popularity came in the Spring of 1948 when his announcement of "Howdy for President" buttons drew thousands more requests than there were TV sets, and NBC executives helped their secretaries type envelopes to answer the flood of mail. Howdy was elected "President of the Kids" by a vote of landslide proportions, with youngsters actually taking time out to send in over a million ballots voting for him. Howdy ran for reelection in 1952,

(more)

2 - HOMD DODLY DODLY

Lies character and provide an provide the furth particle with particles and the description of function and all. But and by, free the unry bailening in 1947, has been bounded and the progressin toleved haring a feb, the posseyhare who means totals a gea. Emilie has an any hilling an the pusses show. Alls market and variability have been vital ingredient to the success.

In circum theory encloyed as the hopfmaing is attill a track mark of the program when Olematelli, the mate but algoritorievens altern moving maintuder of mesodes to leagneer with his studiest pattern and such emisting puppet characters on the fasting of the two animals condited into one -- capturing the Efrencially.

The Ferrar Coller, the firm of sorth in focurvill other so pound visiting to the program of and and philed on on consular 5, the PV sectors, well remains the med and philed on on consular 5, for which to get fickets -- one a function i one of only fice each day for the precious partecheneds, with some month, writing for thekens years in advance.

Phis show ande Ler Jubet as a contracted of Upwar. It becan auch a all that within a rew contracts the was contracted to three precode a week, and then to its precent first-a work. Monday three wright, ashedulo.

Prest hint of Howe,'s grow popularity sine in the Spring of 15'Rs when his announceron. If "Howdy for Presider" witten when there are note the then then there way it sets, and TC exceptions halfed the reservention of a convertible of answer the 13 out of mell. Schag has elected "President of the Kids" by a vote of landalide proportions, with youngeers secondly taking time we be sond in the a million ballote voting for him. Hewly rea for replection, in 1932, (more)

3 - Howdy Doody

and again registered an overwhelming victory.

One of the major reasons for Howdy's success is that the young audience runs the show...When the program made its debut it was titled "Puppet Playhouse," but 90 per cent of the fan mail came in addressed just to "Howdy Doody." NBC took the hint and renamed it.

When the kids wrote they'd love to have a real, live elephant on the show, the producers got one -- and it was the first elephant ever to use an NBC elevator. In 1951, as part of the ever-changing experimentation with new characters that keeps Howdy alive, vibrant, and abreast of the time, it was decided that more live characters were needed. When this was done, surveys showed the adult audience increased But the final decision was in the mailbox. Scrawled letters from kids asked for more time for their puppet favorites. They like people, sure -- but the world was full of them. And where but in Doodyville could such funny and friendly puppets be found? So back the pendulum swung to puppets.

Fun and fantasy spark "Howdy Doody," but as an American institution the program is not unaware of its responsibility to help educate its young viewers.

Thus it is that over the years Howdy has sponsored "best manners contests," safety drives, has been associated with the March of Dimes, Junior Red Cross, children's hospitals, Community Chest, Girl Scouts, National Posture Week, National Safety Council, the Police Athletic League and the Boys Club of New York. Without sermons or lectures, every Friday Howdy concludes the week's program by reminding kids to attend the church of their choice during the weekend Citations from religious leaders have praised this effort.

(more)

and real cristered an overhautry victory.

int of the second for forestant is autored is the pring willings range the succession of the programment is don't for any titles "freput Playhouse," but 90 per cast of the ranged can be addressed just to "Howdy Roody." We fook the white and removed the

"has the kids wrote they'd love to have a roth, itve alaphane

on the enew, the producers get one -- and it was he first elephant aver to use an MRC diselocs. In 1901, as part of the ever-on aging occertancestion with new characters that here a live obtracters with and abreach of the time, is was ascided that and its and its entracters on needed. When this was done, current choosed the act and to be acted for more time for that in the multical structures. The lite propie, and -- at the world was full of the actions. Scrawled isteers from the arrest for an firm of the set of the set of the propie, are -- at the world was full of the set of the end in post ville are -- at the propies of the set of the set of the propies and the propies.

Fun and fantas spark: "Fourly Books," but as an American institution the program is not unaware of its responsibility to help educate its young vieware.

Thus it is that over the parts Neway has spendtred "beau mean recontests," safety drives, has been associated with the Hardh of bines, Junier Red Coors, childron's hispituits, comunity Cleec, Girl Scott, National Lostore book, National Sufery Sound, the Folice Athletic League and the No.8 Clut of New York. (Libert Lermons or locures every Friday Howly concludes the work's program by remining kids to acoud the church of the reside during the workerd.

(mure)

4 - Howdy Doody

Howdy's seven-year history is studded with top awards and poll victories including the prized Peabody Award. Magazines in the U.S.A. and abroad, television critics and editors have heaped praise on the puppet program as a "delight of all ages."

A Spanish language family magazine circulated in many countries of South and Central America (in several of which a Latin-American "Howdy Doody" is seen) referred to Howdy and his home and friends in the following terms: "Doodyville represents the only paradise never lost: the children's paradise. Like in a Franciscan Eden, in Doodyville brother man, brother animal and even brother puppet live together harmoniously. Howdy has become as famous as Pinocchio or as any of the characters who inhabit the golden world of fiction."

Roger Muir, executive produces of the program, and associated with it from its very beginning (with Bob Smith), is mainly responsible for the magnetism and enduring success of the children's classic.

Inhabiting the world of "Doodyville" are the following "live" characters:

Buffalo Bob, Clarabell Hornblow, The Tinka Tonka Princess, Chief Thung rthud, Chief Thunderchicken, Oil Well Willie, Dr. Singasong, J. Cornelius Cobb, Sandy McTavish, Tim Trenble, Abra K. Dab.

Leading puppet citizen of Doodyville is Howdy Doody himself. His animated friends are Phineas T. Bluster, Don Jose Bluster, the Flubadub, the Inspector, Dilly Dally, Grandpa Doody, Captain Windy Scuttlebut, Flubadub Jr., Hop, Skip and Jump, (the three kangaroos), Princess Magic, the Bloop, Lilly Bell, Mambo (the dancing elephant), Footle and Turtle, Paddle the Gnu, Tizzy (a dinasaur), Hydg and Zeke (tiny twin bears), and the Beaver.

NBC-New York, 12/21/54

Vbsed VDWDA - V

Howay's """, and story is studied with top swinds and U.S.M. and abroad, television origins and cultors have dealed point of all store have dealers and control program as a "delivite of all igns."

A Spanish lenguage family ragation directed in many countries of South and Control Areria (in several of which a Lubin-American "lowly Doce" to seen) referred to Hondy as his news and referre in the following torus: "Docdyvills represents the cols pradies never lost: the children's paradies. Is a Francher runes Saut in 5 odyvills brother and, brother animal and even broker runes into together harmoniously. Lowly has become as formed of Pincentia or as an of the characters (ho thusble her galacter) and the child

Roger Mair, executive producer of the program, and a sociated with it from its very biginaling (with bob Gm (h)) of a may resoluting (a the eight the eight and enouring success of the children's classic.

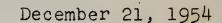
Inubitin the void of "Doug, villo" and the following "...." characters:

Buffelo Bob, Clarabell Horrhlow, The Firkd Frin eas, Ohlef Thune rthud, Objef Thunderchicken, Gil Wolf Hillie, Dr. Singerong, J. Complias Cobb, Sandy McTavish, Thm Tremble, Mare K. Lab.

Leading rupuet attion of Doed, wille is fouds for dy Marel's. His animated friends are formeas T. Eluster, Don Jose Bluster, the elucated, the inspector, Milly Dally, Grandba Foody, Certain Minds Scitcheout, Flubadub Jr., Mor, Skip and Jump, (the three kapgarood) Frinceas Megic, the Picop, Lilly Fell, Mumbo (the dancing electated). Footle and Turtle, Feddle the Gnu, Tisry (a dimension), foot wars.

an as an an Com as an as an

Level York, 12 . . .



"JOYCE JORDAN, M.D." AND "THE DOCTOR'S WIFE" RETURN TO NBC RADIO NETWORK ON JAN. 3.

TRADE NEWS

They Will Be Heard Mornings, Mondays Through Fridays

PREMIERE

Two dramatic serials will go into the morning programming schedule of the NBC Radio Network starting Monday, Jan. 3, 1955.

Returning to the air will be JOYCE JORDAN, M.D., Mondays through Fridays from 10:15 to 10:30 a.m., EST, and THE DOCTOR'S WIFE, Mondays through Fridays from 10:30 to 10:45 a.m., EST. They will be the network's first five-day-per-week morning serials since December, 1952.

"Joyce Jordan, M.D." will tell the story of the private and professional life of an attractive woman physician. Ruth Warrick will appear in the title role. The program first appeared on NBC Radio in June, 1937. It has been off the air since April, 1952.

"The Doctor's Wife" will relate the drama of a doctor's life as seen through the eyes of his wife. It will star Pat Wheel in the same role she occupied when the program was on NBC Radio from March, 1952, to October, 1953.

NBC-New York, FWK

BARAARIN LY BRADINGST



color television presents
A MAX LIEBMAN PRODUCTION

CREDITS FOR MAX LIEBMAN'S SPECTACULAR, 'GOOD TIMES,' ON NBC-TV, SUNDAY, JAN. 2, 7:30 TO 9 P.M., EST

PROGRAM:

TTME:

STARS:

WRITERS:

SPECIAL GUESTS:

CHOREOGRAPHER:

PRODUCER-DIRECTOR:

GOOD TIMES

- NBC-TV, Sunday, Jan. 2 7:30 to 9 p.m., EST, in compatible color, and in high quality black and white on all standard sets.
- Judy Holliday, Steve Allen, Dick Shawn, Bambi Linn and Rod Alexander.
- The Ritz Brothers.
- Max Liebman
- William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson.
 - Rod Alexander (musical numbers and dancers)

ART DIRECTOR: COSTUMES: CHORAL DIRECTOR: MUSICAL DIRECTOR: ORCHESTRATIONS: ASSOCIATE-PRODUCER: NBC SUPERVISOR: ASSISTANT TO THE PRODUCER:

Frederick Fox Paul Du Pont Clay Warnick Charles Sanford Irwin Kostal

Bill Hobin

Hal Janis

Max Siegal

NBC-New York, 12/22/54

PR-

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC-TV NEWS

CREDITS FOR 'THE BOB CUMMINGS SHOW' ON NBC-TV

PROGRAM:

TIME:

STARTING DATE:

STAR:

CAST:

FORMAT: PRODUCTION SUPERVISOR: DIRECTOR: PRODUCER AND WRITER: ASSISTANT PRODUCER: ASSISTANT TO THE PRODUCER: SPONSOR:

AGENCY: ORIGINATION: THE BOB CUMMINGS SHOW

NBC-TV, Sundays, 10:30-11 p.m., EST

Sunday, Jan. 2, 1955

- Bob Cummings as Bob Collins, a commercial photographer and a bachelor.
- Rosemary DeCamp as Margaret MacDonald, Bob's widowed sister; Dwayne Hickman as Chuck MacDonald, her son; Anne B. Davis as Charmaine "Schultzie" Schultz, Bob's studio assistant (she loves him); and Diane Jergens as Francine Williams, Chuck's girl friend, next door.

Situation comedy

George Burns

Rod Amateau

Paul Henning

Al Simon

Eddie Rubin

R. J. Reynolds Tobacco Co. for Winston Cigarettes

William Esty Co.

Filmed at General Service Studios, 1030 North Palmer, Hollywood, Calif.

----0-----

SPTR ALL RE

ŧ

e la Calmo

1

,20

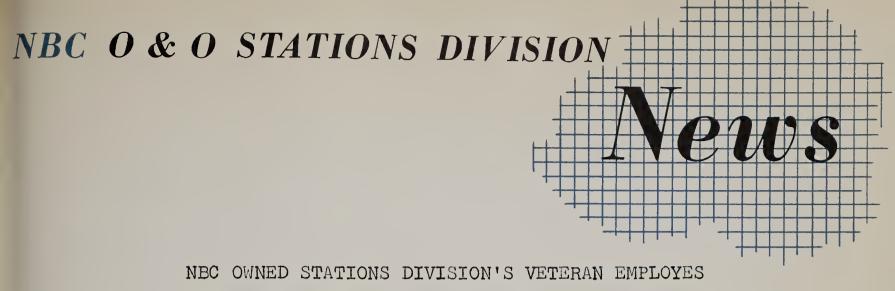
2

STRUCK FOR THE FOR DIVERTINGS AND THE PARTY

The States of the	OHE SOULLAUD HOR SHE
:	.180-177. 34 moleys, 30:50-21 m.m. 351
: JT & DALLY AND.	Conday, Jan. C. 1955
:ALATE	En Charlen of the Special States and multi-sectory information should be set
CAPT:	Reconstruction of Marganet Harding, and a dictor of Proyre March of Chack Act nar con may 3, Da 12 an O'n me He "Schultin" (19 Boo'n atolic ration (2) for ally and Dinned Pr giel fridancine (11) oas, Chach giel fridancine (11) oas, Chach
: TAMAGOV	BLLIATION COMPLY
	ar o 200 Burn.
DIRECTOR:	0 strag ush
HALTIN CHA TO DUCAR	BUINCE COM
: AN MOOST THIRDLESS.	MONIL. L.
ACCORT INT OF TRADELSCA	and An Arman
:DOINES	R. J. Konalds Tobacco D. C. Winston Cisard Ca
·YOWLOW	LILIST SALV UD.
:001TRATIONS	where is not the form of the second s

- - 0 - - - -

47 SS SF . 101 1011-351



ARE HONORED AT STAFF LUNCHEON

NBC Owned Stations and NBC Spot Sales Division staff members in New York who have completed 10 and 20 years of service with the company were honored on Monday, Dec. 20 at a luncheon at the St. Regis Hotel.

Charles R. Denny, Vice President in charge of the NBC Owned Stations Division, presided at the luncheon attended by the eight honored staff members. Pins and certificates were awarded by Mr. Denny and by Hamilton Shea, NBC Vice President in charge of WRCA and WRCA-TV.

Thomas B. McFadden, Vice President in charge of NBC Spot Sales; and Kenneth J. Arber, a WRCA-TV technical director; and William Haerer, a WRCA radio transmitter engineer are the 20-year members. The 10-year members are Sherman Hildreth, Arax Kazanjian, William Malcolm, Mary McNulty and Paul Turner.

____Ö_____

NBC-New York, 12/22/54

publicity department

NBC 0 & 0 Stations Division

30 Rockefeller Plaza, N.Y. 20, N.Y.

CI 7-8300

NBC TRADE NEWS

NBC'S BARRY WOOD TO SUPERVISE NEW YEAR'S FEATURES ON WEST COAST

Barry Wood, director of NBC's special events department, leaves for the West Coast Monday (Dec. 27) to supervise production on two of NBC-TV's New Year's Day features.

From Pasadena, Calif., Mr. Wood will supervise the telecasts of the TOURNAMENT OF ROSES PARADE (12:15 to 1:45 p.m., EST) and the ROSE BOWL GAME (4:45 p.m., EST). He will return to New York Jan. 10.

____0____

AMERICAN CHICLE TO SPONSOR SPECIAL 'VICTOF BORGE SHOW'

American Chicle Company of Long Island City, N.Y., will sponsor the special VICTOR BORGE SHOW on NBC-TV, Jan. 1.

The variety show will begin immediately following the network's telecast of the Rose Bowl game, approximately 7:30 p.m., EST. If the program begins prior to 7:30 p.m., American Chicle will sponsor the first 30 minutes.

The order was placed through Ted Bates & Company of New York.

R.T. FRENCH TO SPONSOR 'WORLD OF MR. SWEENEY' WEDNESDAYS

The R.T. French Company of Rochester, N.Y. will sponsor THE WORLD OF MR. SWEENEY, on NBC-TV (4:30 p.m.-4:45 p.m., EST) each Wednesday for 26 weeks, beginning Jan. 5.

"The World of Mr. Sweeney" stars Charlie Ruggles and is seen Mondays through Fridays. French's order was placed through J. Walter Thompson of New York.

____0-_--

NBC-New York, 12/22/54

THAT TOPT SEN

TREAM FOR FLORE TO SUMMARY AND TRAILED FOR THE OPENDER OF THE SUM TRAILED FOR THE SUM

Service for the desc Eccar Funding (sone Fr) to include the mechanical distribution of the second and the second s

Moom speak of 1000 Mooth 1000 Mond Million (1000 Model) omnos de bha HOUMT (2000 MOT Mould's Million (1000 Model) (1000 ten ADDE seath Diffe (4000 Mart 1000), 41 million (1000 Model) John 30.

ALCER LE CONTRACTOR DE LE CONTRACTOR DE LE CONTRACTOR DE PREME.

Autorison "Hullinge chay for a shirt will,

Where of the second of the loss Book rule of the letter of the loss of the loss Book of the loss Book rule of

The dedication of the contraction the base of the contraction of the c

P.I. PRIMETTO SECTION FROM TO AND A PRIME TO AND A

The M.T. or Main Gundon, of Machenelli, Mill and an Mur-Worken at MR. Suprimer, on Wet TV (Milo pin-Mil 1.4 , Mir) sint fornation for 26 wooks, beninging from the source.

"The forda of the domain of a west at as around a logited set of the share to the set of the set of

The second s

HE SELAT GOOD AND STAT

NBC-TV AND RADIO PROGRAMS

FOUR NOTABLES TO PREVIEW 1955 ON 'AMERICAN FORUM'

Four prominent national figures will tackle the all-enveloping subject, "A Forecast for 1955," on Theodore Granik's AMERICAN FORUM Sunday, Dec. 26, (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

The forecasters are Senator Alexander Wiley (R.-Wis.), Senator John J. Sparkman (D.-Ala.), Clem Johnson, president of the U.S. Chamber of Commerce, and James Carey, secretary-treasurer of the CIO. Newsman Steve McCormick is the moderator.

DEFENSE AIDE FRED A. SEATON TO 'MEET THE PRESS'

Assistant Secretary of Defense Fred A. Seaton will MEET THE PRESS <u>Sunday, Dec. 26</u> (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

He will be interviewed by Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press"; Yates McDaniel of the Associated Press; Frederic Collins of the Providence (R.I.) Journal, and May Craig of the Portland (Me.) Press-Herald. NBC commentator Ned Brooks will be moderator.

____0____

'YOUTH WANTS TO KNOW' -- AND QUERIES SENATOR KEFAUVER

Senator Estes Kefauver (D.-Tenn.) will be queried by a group of Washington (D.C.) high school students on Theodore Granik's YOUTH WANTS TO KNOW program <u>Sunday</u>, <u>Dec. 26</u> (simulcast on NBC-TV and NBC Radio, 1-1:30 p.m., EST).

NBC-New York, 12/22/54

- WAR AND RACCO FROM RAME-

OUR MERBELS TO PARTER 1935 of ARTROAN PORMA
Four presimant motion 1 figures will tackle the alternytion
fag subject, "A socional for 1955." on Therefore Granit's Artillumi
PORUM Sanday Dec. 10. (HEC-TV, 3:20 p.a., 197; HEP Radio. 5 p.a., 197).
PORUM Sanday Dec. 10. (HEC-TV, 3:20 p.a., 197; HEP Radio. 5 p.a., 197).
Schator John 3. Sparkman (L.-Ala.). Clem Sohnson, president of the
U.C. Gramber of Connerce, and arms Carey, secretary-trouter of the
C.O. Herman Steve HT ormite Is the moderatory.

DEPENDE AIDE FRED A, DEATOW TO MEETE THE FRESS Abistant Scorphery of Schemes Fred A, Secon Will Him THE PRESS <u>Sunday. Dot. C.</u> (MBC TV., S p.m., LT: MEC Radio, 10:30 p.m. EST).

No will be interviewed by Laurence Stivel, owner-products and permentit penel nomber of "Moot the Press"; Yates Holeniel of the Associated Press; Erederic Collins of the Provisines (R.I.) Soundi, and my Gratg of the Porsiana (Me.) Press-Hereig, NEC commission [b.] Brooke will be applacefor.

YOUTH WANTS TO PAON -- AND OFFICES CENATOR REPORTER.
Senator Enter Refauver (0. Term.) will be queried by e roots of Waphington (0.5.) high concel students on Shrobbre Orenal's Would MANTS TO KNOW Form Sunday, Det. 26 (simulated an Mat-TV and NEC Racho, 1-1:30 p.d., MST).

• • • • • ()•• • • • •

NEW-New LOOK, 12/22 5-

and the second second



December 23, 1954

NBC RADIO HAS 3 OUT OF TOP 5, 5 OUT OF TOP 10 IN NIELSEN RATINGS: ---Average NBC Sponsored Nighttime Show Reaches 4% More Homes Than That of Network's Nearest Competitor

The average sponsored evening program on the NBC Radio Network reaches 4 per cent more homes than that of the network's nearest competitor according to the latest national Nielsen ratings.

The report, covering the two weeks ending Nov. 13, 1954, showed NBC Radio having three out of the top five, and five of the top ten rated programs.

LUX RADIO THEATRE holds first position with 2,845,000 homes reached; PEOPLE ARE FUNNY (sponsored by Toni, Nov. 2) with 2,705,000, is in third place; GROUCHO MARX - YOU BET YOUR LIFE is in fifth place with 2,566,000; DRAGNET is in sixth position with 2,519,000 and ninth position is held by PEOPLE ARE FUNNY (sponsored by Mars, Nov. 9) reaching 2,286,000 homes.



a) .



PATRICE MUNSEL WILL STAR IN VICTOR HERBERT'S 'NAUGHTY MARIETTA,' WITH ALFRED DRAKE AS SPECIAL GUEST, IN MAX LIEBMAN SPECTACULAR OF SATURDAY, JAN. 15 (NBC-TV, 9 TO 10:30 P.M., EST)

Victor Herbert's NAUGHTY MARIETTA, a rollicking operetta set in New Orleans of 1780, starring Patrice Munsel and presenting as a special guest Alfred Drake, will be the <u>Saturday</u>, Jan. 15 Max Liebman Spectacular (NBC-TV, 9 to 10:30 p.m., EST).

Miss Munsel will play the title role of the Contesse Marietta D'Altena, a runaway Italian countess who masquerades as one of the king of France's "Casquette Maids" in an effort to escape a loveless marriage arranged by her family.

Upon reaching Louisiana with the "Casquette Maids" (socalled because they are sent to the New World bearing a locked casquette as a dowry from the king to be presented to husbands they find in Louisiana), Marietta becomes involved in a series of adventures. Most prominent in her escapades is a brave frontiersman, Captain Dick Warrington (Alfred Drake), who appears fortuitously to rescue her from pirates and other dangers.

Two of Victor Herbert's greatest love duets, "I'm Falling in Love with Someone" and "Ah! Sweet Mystery of Life," are from the score of "Naughty Marietta." Other famous songs from the romantic operetta include "The Italian Street Song," "'Neath the Southern Moon" and "Tramp, Tramp, Tramp Along the Highway."

(more)

ter and the second definition of the first of the second second second second second second second second secon The second definition of the second The definition of the second second

2 - Naughty Marietta

First presented on Nov. 7, 1910 at the New York Theatre, "Naughty Marietta" is considered to have been Victor Herbert's greatest success, outranking even "Mlle. Modiste," "The Red Mill" and "Babes in Toyland." The operetta with books and lyrics by Rida Johnson Young and music by Herbert ran 136 performances. It starred two operatic greats -- Emma Trentini and Orville Harrold in the leading roles--whose performances greatly enhanced the lyrical praise heaped upon the vehicle.

The movie version of "Naughty Marietta" starring Jeanette MacDonald and Nelson Eddy was released in 1935. In its cast it boasted Frank Morgan, Elsa Lanchester, Douglas Dumbrille and many other noted actors. The rave reviews for the motion picture equaled those which followed the premiere of the Broadway presentation 25 years earlier. Chosen as one of the ten best films of 1935, "Naughty Marietta" brought warm praise for the adventures of a French princess (in the original she was Italian countess) who fled to the Colonies "to avoid a union with a gouty Spanish grandee" (his nationality also being changed from the original). Critics spoke glowingly of the doughty mercenaries who "popped out of the Louisiana bayous to make short work of the pirates." All these elements will be utilized in the television version of the operetta.

The Max Liebman production of "Naughty Marietta" will be presented in compatible color and will be available in high-quality black and white on all standard sets. Spectaculars, according to the Nielsen survey, have been viewed by as many as 37,475,000 people.

NBC-New York, 12/23/54

estation interaction .

Minughty Marielt " is considered to Mer. 7, 1910 at the New York Theetre, "Minughty Marielt" is considered to here been Vision Merie and "Dube est success, outranting aren "Mile. Meditor, " "The Roa Mill" and "Dube in Toyloud." The operator with book and tyrica by Rico Johnson Young and music by Herbert iso 135 performances. It starsed two operatio greets - Emma Trentini and Crwille Herrold in the Insting roles --whole performances growily anhaneed the lyrical praise heap d upon the vehicle.

The novie version of Naughty mariatta' "servine Jeanette MacGonald and Maikan Rday was released in 1925. In the east it boasted Frank Morgan, first Lanchecter, Dourins Danorille and many other noted actors. The rave review for the motion picture equiled these which followed the premiers of the Eroadwer presentation 2: yers active. Chosen as one of the ten heat films or 1935, "Muchty Marietta" brought warm praise for the deventures of a knuch princess (in the original she was litelian counters) who ried to the fulnet to avoid a union with a muty Spanish grandes' (his nationality also being chung d from the original). Critics spoke glowingly of the doughty mercenaries who "popped one of the Louisians knows to adke the television version of the original hold with a branch princes of the heater work of the pirates." All these sisments will be utilized in the television version of the operaties.

The Mer Liebs of production of "Maughty Marietta" will be pre-ented in computable color and will be available in him quariety black and white on all channers have. Spectromians, reporting to the Nislen survey, have seen viewed by as many as 37,075,000 people.

VBU-YOW INTR, LEVE: 54



December 23, 1954

BOB CUMMINGS, AS PHOTOGRAPHER BOB COLLINS, SETS OUT TO ATTRACT A HUSBAND FOR HIS WIDOWED SISTER ON FIRST 'BOB CUMMINGS SHOW'

PREMIERE

Photographer Bob Collins (played by Bob Cummings) departs from his usual vocation of photographing beautiful models when he decides his widowed sister, Margaret MacDonald (Rosemary DeCamp), should remarry and gives her the photographic glamor treatment during the premiere program of THE BOB CUMMINGS SHOW on NBC-TV <u>Sunday</u>, Jan. 2 (10:30 p.m., EST).

Bob, who is daily surrounded with gorgeous models in the (more)

NOTE TO EDITORS:

The NBC Daily News Report will not be published tomorrow (Friday, Dec. 24) due to the Christmas weekend. Publication will be resumed Monday, Dec. 27.

____0____

All parts

.

2 - 'Bob Cummings Show'

ordinary course of his job, takes his mind off girls long enough to reach his decision because Margaret's son Chuck (Dwayne Hickman) "needs a father." Bob goes into action and takes glamor pictures of Margaret complete with leopard skin rug to impress a college-day boy-friend, Dr. A.L. Baxter.

Featured in the cast of the weekly half-hour situationcomedy shows are Anne B. Davis as Charmaine (Schultzie) Schultz, Bob's studio assistant who loves him, and Diane Jergens as Francine Williams, Chuck's girl friend who lives next door.

George Burns is production supervisor of "The Bob Cummings Show," which is produced and written by Paul Henning and directed by Rod Amateau. The programs are filmed at General Service Studios in Hollywood. The series is sponsored by the R. J. Reynolds Tobacco Co., for Winston cigarettes. William Esty Co. is the agency.

And and the same time

the second se

NBC-New York, 12/23/54

1 vois analusus doel - 0

ord entry course of his job, takes not mind off this loss enough to reach his totalon blockes forgeret's son Chicle (allow of takes) "cours father," Fob goes into astion and take glow of twees of Hermony complete with leopard skin tur to ispect a collected boy-friend

Fratured in the cast of the workly half-hour siturtionconservation are Anno D. Davis as Charmaine (Schulenic) Schults, Ethis studie assistant who leads hum, and Diane Jorgans as Wencine Willing, Cincles aird friend the lives nucl door.

George Burns is precletion supervisor of "The Bab Caraines Show," Which is produced and written by Faul Henning an Akreet (by Kod Amatrea, "The pregrams are filled at Gameral Previce Studics in follywood. The series is speared by the R. J. Prwolds Tabaced Go., for Minaton digaretres. (diffier Taby Co. 13 ble concy.

and the a set of first and an and

"B"-Now retty 12/22/5"



December 23, 1954

"SWIFT'S SHOW WAGON WITH HORACE HEIDT AND AMERICAN WAY" GETS ROLLING WITH ELITE ROSTER OF GUEST STARS ABOARD

Guest stars Art Carney, Frankie Carle, Frank Devol, Alvino Rey and the King Sisters, will be aboard when the premiere program of SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY gets rolling on NBC-TV, <u>Saturday, Jan. 8</u> (7:30-8 p.m., EST). Almost all of them were discovered by Heidt, who is noted for the opportunity he has provided for young, talented entertainers.

The Jan. 8 show -- and several others -- will originate in Los Angeles. Beginning with the Jan. 15 program, a state in the nation will be saluted and a leading amateur performer from the state will be presented.

----0

ADDENDA ON 'GOOD TIMES'

In the Max Liebman NBC-TV color Spectacular GOOD TIMES for Sunday, Jan. 2 (7:30 to 9 p.m., EST), Steve Allen and Dick Shawn will do a specialty titled: "Crazy, Man, Crazy," instead of the previously listed "Open Up the Dog House." Bambi Linn and Rod Alexander will dance a "Street Scene" sequence instead of the originally listed: "Lady in da Shade of a Banana Tree."

services by an exclusion of the

the state of the second

Bible et totale e service e en en en en en en en entre en transford en et totale en et totale et et en entre e Entre et totale en en en en en en entre for transformente en terrer en entre entre entre entre entre entre entre Entre en entre en entre en entre en entre entre

 $(A^{(1)})_{A}^{A} A^{(1)}_{A} = (a^{(1)})_{A}^{A} (a^{(1)})_{A}^$



December 23, 1954

쑸

NBC-TV TO PRESENT CONVERSATIONS WITH 4 ELDER 'WISE MEN' Sir Osbert Sitwell, Edward Steichen, John Hall Wheelock And Eamon De Valera to Participate in Series

쑸

Conversations with four distinguished elder figures of our time -- Sir Osbert Sitwell, Edward Steichen, John Hall Wheelock and Eamon De Valera -- will be presented by NBC Television during the first quarter of 1955.

Announcement of resumption of the so-called "wisdom" series came today from Davidson Taylor, NBC Vice President in charge of Public Affairs.

First of the four filmed conversations will be telecast <u>Sunday, Jan. 2</u> from 5:30 to 6 p.m., EST. The subject will be Sir Osbert Sitwell, 62, poet, critic, autobiographer, essayist, novelist, writer of short stories and one of the era's most urbane wits.

The conversation with Edward Steichen, 75, dean of American photographers and director of the department of photography at the Museum of Modern Art, New York, will be telecast <u>Sunday, Jan. 30</u>, at 5:30 p.m., EST. That with John Hall Wheelock, 68, American poet and editor for the publishing house of Scribners, will be presented <u>Sunday, Feb. 13</u> at 5:30 p.m., EST. The one with Eamon De Valera, 72,

(more)

the second second

2 - 'Wise Men'

first prime minister of Eire, will be telecast <u>Sunday, Mar. 13</u> at 5:30 p.m., EST. A filmed conversation with the noted historian Arnold Toynbee has been completed, but no date has yet been set for its TV release.

Davidson Taylor supervises the "wisdom" series. Henry Salomon Jr. produced the Sitwell, Steichen and Wheelock films. Robert Graff produced the De Valera and Toynbee films.

In the Sitwell film, made in part at Renishaw Hall, the family's ancestral home 60 miles North of London, Sir Osbert's guest is Samuel Chotzinoff, NEC music executive. During the course of his conversation, Sir Osbert reads some of his own work: two poems ("Elegy for Mr. Goodbeer" and "Personal Prejudice") and extracts from two books of prose ("Letter to My Son" and "The Four Continents," his latest).

At Remishaw Hall, which the Sitwells have occupied since 1625, also live his famous sister, the poet Edith, and his brother, the distinguished art critic and connoisseur Sacheverell.

The prime source of published information about Renishaw Hall, the Sitwells and their way of life is Sir Osbert's five-volume autobiography. The five volumes, which appeared between 1944 and 1950, are now called by the single title of the first, "Left Hand, Right Hand!" A document of the life of the highest social level in England from the 1890s to the days before the First World War, the work has been termed a permanent record of a fast vanishing aristocratic way of life.

Since its start in May, 1952, the NBC-TV "elder wise men" series has presented the philosopher and mathematician Bertrand Russell, the poets Robert Frost and Carl Sandburg, the architect Frank Lloyd Wright, the harpsichordist Wanda Landowska, the theologian Dr. Louis Finkelstein, and the industrialist Alfred P. Sloan.

"mole de tur -

and prime manipulated Class will as related intervention (30 p.m., 830. A filter conversation view the mount bicorden areld formed have been domodeted and and also been net form

Devideon furlor and evident the "vision" actude. Meany without In, produced the stavell, success and Vasal of Alma, present Real fundated the D. Milan and Reymon 1110.

In the Sibwell Plan, and in part at Populsion Hell, the family's uncetered have 60 mile form of foundary, for Opert's guark is bounded their former, has much consulting. Ear Opert's guark onversation, Sir Osbert read sure of his orn works the orem. ("Elery for its, Gaedseut" and "regional Projudice") and extra incotac bors, of proce ("Letter to We San" and "Fuo Four Continents, " its istoce).

At Remieher Hell, which the Siteolis have occupied since 1625. also live his femous sideer, the root ball, and his brokent, the distinguished art onitic and completene tothered. "In price courses of sublished information at at Remission of price and that way of 115 is in Othere's firm volume surphistraphy. The five volumes which espectred between 1000 and 1950, are now actived by the single title of the first, firm volume Redd Herd. " A document of the days bofore the Single Sociel for the include the first way of the single title of the first work was noted in the 1000 to the days bofore the Single Sociel for the surphist and when the days bofore the Single Work we have the first way of the single the single of the first work we have the first way of the single the first work was the second first and work of the days bofore the Single Sociel for the surphist and work of the days bofore the Single Morie Wee, the second was any of the

shries net one for short in ney, 100%, the HBC-TV "elder wise on"
antries net oneconood the phille where not methemolife in Performance
Resilt, the pears Nounde President Carl Compluing, the incontrast France
Licyd Vetod, the hopelshortdist Cands Famourse, the Hoeplast Line,
Lower Finlertin, and the industrial Alfred P. Sicon.
New York, 19.23 54

NBC COLC A SERVIC	DR TELEVISION NEWS
CREDITS FOR "	YELLOW JACK" ON "PRODUCERS' SHOWCASE"
MONDAY,	JAN. 10, NBC-TV, 8-9:30 P.M., EST
*	- * * *
PROGRAM :	"Producers' Showcase" presents the Playwrights' Company production of "Yellow Jack," a three-act drama relating the true story of how Dr. Walter Reed and a group of U.S. Army medical colleagues and volunteers discovered, after tireless and heroic research, the cause and carrier of dreaded yellow fever. A 90-minute telecast in compatible color (available on standard sets in high quality black and white).
TIME:	NBC-TV, Monday, Jan. 10, 8-9:30 p.m., EST
CAST:	Broderick Crawford, Dennis O'Keefe, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, Victor Jory, E.G. Marshall, Rod Steiger and Eva Marie Saint; with William Redfield, Fred Stewart, Frederic Tozere, Philip Abbott, Peter Donat and Neil MacKenzie.
AUTHORS :	Sidney Howard, in collaboration with Paul de Kruif; based on a chapter in de Kruif's best-seller, "Microbe Hunters."
PRODUCER:	Fred Coe
DIRECTOR:	Delbert Mann
ASSOCIATE PRODUCER:	Bill Nichols
ASSOCIATE DIRECTOR:	Nick Dunne
SETTINGS BY:	Otis Riggs
COSTUMES:	Jerome Boxhorn
TECHNICAL DIRECTOR:	Larry Elikann
LIGHTING:	Jack Fitzpatrick
MAKE-UP:	Dick Smith
HAIR STYLIST:	Ernie Adler Radio Corporation of America and the Ford
SPONSORS:	Motor Company,
AGENCY:	Kenyon & Eckhardt, Inc. (for both sponsors) NBC-New York, 12/23/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

and the second sec a long of the second se Y LOT BE DEAL THE MENT ---.



December 27, 1954

*
BISSELL COMPANY TO ADVERTISE ITS CARPET SWEEPER
EXCLUSIVELY ON 'TODAY' AND 'HOME'
Firm to Start 12-Month Campaign Jan. 3
* ---- * *

Bissell Carpet Sweeper Company will advertise its carpet sweeper exclusively on NBC-TV's "Today" and "Home" shows with a 12-month campaign beginning Jan. 3.

The Grand Rapids, Mich., firm placed its record order for as many as four participations a week on the "Today" and "Home" shows through N.W. Ayer & Son, Inc., of New York,

Commenting on Bissell's exclusive use of NBC-TV for its product during 1955, M.R. Bissell III, president, said: "Personal demonstrations in selling have never been replaced and, with such outstanding personalities as Arlene Francis and Dave Garroway, Bissell will be able to make over 223,000,000 personal demonstrations of need for a carpet sweeper in 1955."

The Bissell campaign will reach an estimated 15,000,000 homes over "Today" and "Home."

(more)



2 - Bissell Company

30

.

R

"Home," starring Arlene Francis, is telecast Monday through Friday, 11 a.m.-12 noon, EST. "Today," which features Dave Garroway, is seen Monday through Friday, 7 a.m.-9 a.m., EST, CST, and 8 a.m.-9 a.m., PST.

'HOME' PROGRAM REACHES MORE THAN 2,000,000 DWELLINGS

"Home," NBC-TV's exciting women's service show, is reaching more homes than ever before -- more than 2,000,000, according to a Nielsen report for the two weeks ending Nov. 27.

This latest Nielsen survey reported an 8.3 rating for "Home," the highest since the show made its debut March 15, when it reached an 8.5 rating.

-0--

NBC-New York, 12/27/54

*

*

Margarel Lissell - 1

and the second second

"bowr, 'torrin thready a school and the sole of the sole and the sole of the s

. . "HORE' FROCKING RIACKER MURL THE GOOD GOOD INLEADER "HORE" "Hards with the war withing a the " arch" in reaching nore 'name then aver indone -- nore than ow off in the state we with the state of the state of the state . yet a volt an above store. -J - Col C. L. MOR & WILLIN MALON. CO. SE SLOL "ne for "fine " the highes all of a made 180 debut March S, when by earlied 19 -S a should

P. 1131,91 :0002 021-1.1

BUCOLOR TELEVISION NEWS

'NORBY,' STARRING DAVID WAYNE, TO START ON NBC-TV JAN. 5 WITH PANORAMA VIEW OF HOMETOWN FROM A HELICOPTER

The complete panorama of the NORBY hometown will be displayed when Pearson Norby (played by David Wayne) is told of "The Promotion" during the premiere episode of the new NBC-TV color series which starts on the network Wednesday, Jan. 5 (7 p.m., EST).

Norby is advised that he has been promoted from head teller to "vice president in charge of small loans" of the First National Bank in Pearl River. Though he takes the news with nonchalance in front of his fellow employees, Norby is filled with great excitement and waits his chance to rush home and tell his wife, Helen (Joan Lorring), the big news.

In his haste Norby forgets his car and runs through the town and across fields to reach his home. The humorous sequence, filmed from a helicopter, will afford viewers a complete view of the town's tree-lined streets and its homes and buildings.

"Norby," sponsored by the Eastman Kodak Company, is the first television network series to be filmed entirely in color. The half-hour situation-comedy programs will be telecast from Eastman Color Print Film in compatible color, and may be seen in high-quality black and white on standard sets. J. Walter Thompson Co. is the agency.

(more)

R C A PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK A PARTY A REPORT OF THE ALL AND THE ALL AND A PARTY AN



2 - 'Norby'

In addition to Wayne in the title role and Joan Lorring as his wife, Helen, the program will feature Susan Hallaran as their daughter, Diane, and Evan Elliot as their son, Hank. Other cast members include Janice Mars as Wahleen Johnson, bank telephone operator; Ralph Dunn as Mr. Rudge, bank vice president and efficiency expert, and Carol Veazie as Mrs. Maud Endless, bank president.

"Norby" was created by David Swift, who will produce the new series and supervise two teams of writers -- Harvey Orkin and James Lee, and David Rayfiel and George Kirgo. Richard Whorf is director and Larry Williams, ASC, is director of photography. The series is filmed by Norby Productions at 20th Century Fox Movietone Studios in New York City with outdoor scenes taken at Pearl River, N.Y.

NBC-New York, 12/27/54 FWK

1113011 5

In addition to Wayne in the title role and Joan Lorring as it. ife, Helen, the momenta will feature Sulan Bullaran as their daughter Diane, and Evan Ellict as their ach, Rude. Other carb meader: include Janice Mara as feateen Johnson, hork telephone operatory faiph Dunn as Mr. Rudes, bard vice precident on efficiency event, and Carol Veasie as Hes, hand Enlices, bark president.

the new series and David Karfiel and George Kingo. Fichand When the and James Lee, and David Karfiel and George Kingo. Fichand When the Creator and Unitian Allo, is director of photography. The series is filmed by kirbs Production at 20th Century Fox Notebon Studios in Now York City with outboor scenes taken at Fessel River, N.Y.

M. - Nor York. 12/27/5. Fil



December 27, 1954

×

"PRINCETON ' 5," AN EXPLORATION INTO EDUCATION THROUGH TV, TO BECOME NBC NETWORK FEATURE STARTING JAN. 2

45

First Program to Consider 'Communists and Who They Are'

PRINCETON '55, a continuation of an experimental program which won critical acclaim when presented last Spring on NBC's flag-, ship station, WRCA-TV, will be introduced on the NBC-TV network Sunday, Jan.2 (3-3:30 p.m., EST).

As was the case last season, the "Princeton '55" series has been devised by Princeton University faculty members, participating in their own areas of competence. They will not be concerned with the teaching process or the technique of teaching except in the sense of communicating information or insight into a stated problem. Instead, the emphasis will be on research and scholarship applied to the problem of the 'ay or to the permanent problems and concerns of man. "Princeton '55" was conceived as an exploration into education through television.

The initial program is entitled "Communists and Who They Are" and will be conducted by Dr. Gabriel A. Almond, professor of Public and International Affairs. Professional actors who have studied actual case histories will be interviewed by Professor Almond on why and how the subjects examined became Communists.

(more)

The second secon

The reaction of the second sec

1

2 - 'Princeton '55'

On the program <u>Sunday</u>, Jan. 9, titled "Enjoyment of Poetry," the distinguished American poet, Robert Frost, will appear. Mildred Dunnock will read from his works. Dr. Lawrence R. Thompson, professor of English, will conduct the program.

On <u>Sunday</u>, Jan. 16, Professor Arthur Mendel, chairman of Princeton's Department of Music, will conduct "Instruments of Bach's Orchestras." This will be a remote telecast originating from the Metropolitan Museum of Art, New York, which has a collection of instruments for which Bach composed. These instruments, some of which are now obsolete, will be played on the program.

"Princeton '55" will be produced by Harry Olesker and directed by James Elson. Steve Krantz is executive producer.

CREDITS FOR "PRINCE	TON '55" ON NBC-TV NETWORK
DATE AND TIME:	NBC-TV, Sunday, 3-3:30 p.m., EST
PARTICIPANTS:	Princeton University faculty members, and guests
FORMAT:	An exploration into education through television, with emphasis on the arts and sciences.
ORIGINATION:	NBC-TV studios, New York, as well as periodic remote telecasts.
EXECUTIVE PRODUCER:	Steve Krantz
PRODUCER:	Harry Olesker
DIRECTOR:	James Elson
	0

NBC-New York, 12/27/54

X

*

real including in all is

1

un the congram <u>Heres Inder China</u>l Condition of the Cond

Conjugier, Jon. 15, Phaneser Architer an Cl. Chaimun of erigoptemistron transmer of Narry, will some with "Advisances of 1 gene irr." (Nig will be wirenote taloote forth with the Marchol the Miorum of Arr New York, while no a vestimation o in a smooth of which is the communit. There are a the same and observer, will the communit. There are a which bears and observer, will the mission of the constant of the bears and observer, will the mission of the constant of the bears and observer, will the mission of the constant of the bears and observer, will the mission of the constant.

"Permanen (91" "11.16 or produce stary "Eleveration"

. The second point of a start is a second is the second of the second start is the second of the sec

· · · · · · · · · · · · · · · · · · ·	and the second sec
CHLINTS SOR STRUCT	Souther of the first of the second
FUL WITH THE STOCE	tions deleter a conduct stander.
	ประเพณฑิตระสารการการการการการการการการการการการการกา
	CONTRACTOR CONTRACTOR
1	The short ton to to the York and well a stated of the state to to to the state of the state
NG HERRICHT WHERPEXE	Clubbar Bardda
	at a start
DIT. CORTAN	aber is seind,

11 - A CLASSING MENTER SALE

MEMORIES OF 30 YEARS AGO POP UP (SO DOES THE FEE) WHEN GEORGE RAFT IS JIMMY DURANTE'S GUEST

Many years ago a young dancer appeared at a New York night spot, the Club Durant, operated by a young piano player Jimmy Durante. Now 30 years later this event will be repeated but with two important changes. The dancer is now movie star George Raft and the Club Durant is no longer in New York but provides the setting for Durante's NBC-TV comedy series on the TEXACO STAR THEATRE.

So on New Year's Day, <u>Saturday, Jan. 1</u> (9:30 to 10 p.m.) the ex-dancer who received \$50 a week 30 years ago will get a four-figure sum to appear as guest star with the same boss in their TV reunion.

Raft will play a gangster who tries to force Jimmy to buy his own brand of confetti, paper hats and novelties for a New Year's party. In the show's finale Raft joins the Schnozzola in a song and dance number, "Second Boy from the Right." Jimmy also will be featured in three musical numbers: "Pupalina," "I Believe" and "The Piano Player Gets the Girls."

Featured in the show are the Honey Brothers, Eddie Jackson, Jack Roth and Jules Buffano.

NBC-New York, 12/27/54

- LIC 0 3 111-DEN

Many years age a yours denser appared of a sew York at the spot, and Dub Durent, operated by young plane player Jimm Amente, New 30 years letter this event will be replaced but with two theoretest dianges. The dataset is new wovie star decrys Raft and the Club Durant is no longer in dev fork but even des the sections for Durants's 420-TV comedy sector on the THEGO STAR THINKER.

So on Now Your's Pay, <u>Soleroov, Jest 3</u> (9:30 to 10 m.m.) the est-demost who receives (90 a week 30 reste ago will not a femi-fire e som to appear as guest stor with the same buss on Giuln 3V reunion.

Raft will play a gaugeber who haves so formal Symmy to any his own brand of conforth paper beth and navelties for a New Year's party. In the thow's finale Raft John the Schoe eig in a bus and dance mumber, "Second by area the Fight." Jump fick will be fortund 1 form musical numbers: "Papeling," I ach en and "In Princ Player Gits blocktrie."

Routured in the shore and the Honey Autoriers,

Man and a strend was - Not



'HOME'S' WESTWARD TREK CALLS FOR INTRICATE PLANNING FOR LARGE STAFF'S TRANSPORTATION

Approximately 35 individuals -- including talent, producers, directors, researchers, writers, secretaries and other highly trained specialists will accompany the HOME show (NBC-TV, Mondays-Fridays, 11 a.m. to 12 noon, EST) on the 5,200 mile cross-country trip to Chicago, Milwaukee and San Francisco in January.

Yesterday (Sunday, Dec. 26), the initial contingent of the show embarked on the first leg of its trip from New York to Chicago. This group, under the supervision of senior editor A.C. Spectorsky, is spending the week between Christmas and New Year's planning and preparing for the five full-hour programs which "Home" will do from Chicago beginning Jan. 3.

This will be the first time in the history of television that a major network program has taken its entire production."on the road," turning its cameras on two cities in different sections of the country and devoting five full hours and an entire broadcasting week to each.

In an effort to bring "Home" viewers into first-hand contact with the flavor and atmosphere of life in these particular areas, the program will originate from Chicago during the week of Jan. 3-7 (with remotes from Milwaukee on Jan. 7) and from San Francisco Jan. 10-14.

(more)

MANY THE SECTION OF MANY

2 - 'Home'

Initial plans for this gigantic undertaking began about the first of November when "Home" producer Dick Linkroum, accompanied by Spectorsky, made the first of two preliminary trips to Chicago and San Francisco to investigate possible program material. The second trip was made on Dec. 6 by Spectorsky and script editor Al Morgan who will be in charge of the San Francisco telecasts.

"Home's" talent, production and technical crews normally number over 100 people. Moving the program away from the specially designed \$250,000 studio in New York called for dividing the staff into four different groups.

The initial group traveling to Chicago under Spectorsky's direction will include two off-camera editors, two writers and two secretaries. Over New Year's weekend they will be joined by a second contingent, consisting of the talent, directors and their staffs and an overall supervisory group headed by Linkroum who will travel to both dities.

A third group headed by Al Morgan will go directly from New York to San Francisco during the week of Jan. 3, to complete plans for the shows to be done from there. The fourth and final group will be those who remain behind in New York to carry on basic administration and advance programming for following weeks under the supervision of Richard A.R. Pinkham, Vice President in charge of Participating Programs.

In addition, NBC will send representatives from the press and sales department to accompany the "Home" staff. The network's merchandising department will cooperate with the project.

NBC-New York, 12/21/54

forments in S

Intrial plane for the for the destrict operation of a second seco

anmber over 100 cooper. Dortig hie erogragiest sententer de Leon 6250.000 statio in Nor Vori e Lusi sor alvidiar fils mistri ister fer di di diversio in Nor Vori e Lusi sor alvidiar fils mistri

scare in ereas groups.

A TRACE CONTRACTOR OF ANTIPACTOR OF LEADER AND A TRACE OF ANTIPACTOR OF A TRACE OF A TRA

direction will include the off-canala wijskon aptication at ind meetsta in . Over Mon Y da a variant in 99 in 11 weighted in 19 report on this end the consisting of the talket and the the the set of the clear second and a fire along the constraint of the travel to an clear second a row from faced a fire the second to

. SISEN MIGG

A third grand haute of 10 11 foregrap will ge discrete twee it teric to its franciace souths the tweet of Jan. 3) to complete plate for the abries to be ford. From there is a spectra function are f be choose who remain remarks to the issue back, thread are to choose who remain remarks to the fore to the plate thread are to and adjument require all the fore for the issue of the sector are f the fore the sector of the fore for the issue of the sector of the transformer.

In addition, the still sent supracting the second supracting the second supracting the second second supractice in the second se



December 27, 1954

TELECAST FROM BLIMP WILL BE A HIGHLIGHT OF NBC-TV COVERAGE OF TOURNAMENT OF ROSES PARADE ON NEW YEAR'S DAY

The 1955 TOURNAMENT OF ROSES PARADE in Pasadena, Calif., will be telecast in part from a dirigible located 700 to 1,000 feet above the setting, in the first transcontinental airborne coverage ever attempted of this event on <u>Saturday</u>, Jan. 1 (NBC-TV, 12:15 to 1:45 p.m., EST).

Successful experiments concluded several days ago by NBC engineers have proven the feasibility of such an operation and demonstrated the dramatic impact of the air-to-ground observation point. Millions of viewers throughout the country will observe the panorama of floats, bands, horses, marching societies and all the other parade features unveiled to them from the tallest "grandstand" in the history of the annual pageant.

More than 1,000 pounds of equipment will be aboard the blimp to service one TV camera operated by two airborne engineers. Veteran lighter-than-air pilot Fred Lueders will be the only other person aboard the ship and will be called upon to use all his air skill to keep the Goodyear craft on an even keel and even to stop it completely for many of the shots.

(more)

INVESTIGATION S

second state and state

2 - 'Tournament of Roses Parade'

In order to receive the strongest possible signal, a parabolic receiving antenna will be mounted atop the Pasadena Elks' building and constantly trained on the airship by an NBC engineer using a 50-caliber, cross-haired, machine-gun sight. The signal will be trapped by the horn-like receiver and beamed to NBC's control room located on the second floor of the building.

Inside the special TV booth, director William Bennington will maintain a two-way phone conversation with the blimp and coordinate the overhead shots with his three other cameras stationed along the parade route.

The blimp's normal 123,000 cubic feet of helium will be increased 5,000 cubic feet to accommodate the additional 1,000 pounds of equipment, according to Capt. Hobensack, director of the Goodyear lighter-than-air activities.

Maximum range for a clear signal will be about five miles, which will enable Bennington to direct the blimp over the Pasadena Rose Bowl at the end of the parade to point out the site for the clash between Ohio State and the University of Southern California, to be presented by NEC-TV beginning at 4:45 p.m., EST, that afternoon.

Telecast of the 66th annual Tournament of Roses Parade is being sponsored by Minute Maid Corporation. Barry Wood, director of NBC's Special Events Department, is supervising the program, and William Kayden is the producer.

NBC-New York, 12/27/54

"share a set of he demotors and

The oraleg he was fore the strongest acculate all a a method is recolving anteners will be assumbed at p the fue deta fills budd the out constanting crained on the alsochter by article ducin wing a Strong theory croas-halose, machine-gan shift, The short will be arreaded by the horse-like readyor and beared to Hot's control com located on the second floor of the mathing of

Lestin die modeligh IV Lest, director Will the order was weische a two-vey mission donversation with the the billes are servisited to the overfield shows with bits three other constant conference slore the record.

The slimpta slimpta mortal 123,000 ended for notifud shi no ineroased 5.000 reals fast arrows ear at a the addition and 1.000 pounds of equipaments, reporting to those forcessate, threetow of the trotycan inerator-them.etc activities

Maximum France runner for a signer missel will be thout fire will a which will seath for which a signer three for a line will seath a for the for a line of the other of the formation of the for

The set of the dit annul Transet of Roses Firste is being sponsored by Minute Fold Compression. For we Fool, director of We'r, fredick Reade Department, is supervising the progress and Willing Region is the produces.

the the add new () or a second

HET-NEW S. AMERICAN

COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

(Jan. 2-8)

(NBC-TV Network including WRCA-TV)

A SERVICE OF RCA

Sunday, Jan. 2

20

*

7:30-9:00 p.m., EST -- Max Liebman Presents "Good Times," a Spectacular, with Judy Holliday, Steve Allen, Dick Shawn, Bambi Linn and Rod Alexander, and special guests -the Ritz Brothers. A revue which Liebman is building "around six of the best funmakers in showbusiness."

Wednesday, Jan. 5

7:00-7:30 p.m., EST -- "Norby." Premiere of this new half-hour family situation-comedy series to be telecast each week in color. Starring David Wayne and Joan Lorring, and sponsored by the Eastman Kodak Company.

*

쑸

NBC-New York, 12/27/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

- 第一 (1997年) - 1997年) (1997年) (1997年)

The second second



color television presents
 A MAX LIEBMAN PRODUCTION

FOUR FEATURED PERFORMERS ADDED TO STELLAR CAST OF 'GOOD TIMES' ON NBC-TV SUNDAY, JAN. 2 (7:30 TO 9 P.M., EST)

Max Liebman's NBC-TV color Spectacular GOOD TIMES <u>for Sunday</u>, Jan. 2 (7:30 to 9 p.m., EST), starring Judy Holliday, Steve Allen, Dick Shawn, Bambi Linn and Rod Alexander -- with the Ritz Brothers as special guests -- has added four featured players to the cast.

William Le Massena, Don Driver and Robert Gallagher are to take part in the Judy Holliday and Steve Allen-Dick Shawn sketches, while Keith Textor will sing with Miss Holliday in the "I Concentrate on You" number.

"Good Times" will be presented in live color, and will be seen on standard receivers in high-quality black and white. Nielsen surveys indicate that the Liebman Spectaculars are seen by as many as 37,475,000 viewers.

NBC-New York, 12/27/54

. . . .

COLOR TELEVISION NEWS

A SERVICE OF RC



*

CAST FOR "YELLOW JACK," A "PRODUCERS' SHOWCASE" PRESENTATION OF THE PLAYWRIGHTS' COMPANY HIT, COLORCAST ON NBC-TV MONDAY, JAN. 10, 8-9:30 P.M., EST

Walter Reed.....BRODERICK CRAWFORD James Carroll.....DENNIS O'KEEFE Stackpoole....RAYMOND MASSEY Jesse W. Lazear....DANE CLARK William H. Dean....WALLY COX Dr. Carlos Finlay....E.G. MARSHALL Aristedes Agramonte....VICTOR JORY O'Hara....JACKIE COOPER Busch.....BILLY REDFIELD Brinkerhof.....PHILIP ABBOTT William Crawford Gorgas....FRED STEWART Miss Blake....FRED STEWART Colonel Tory....FREDERICK TOZERE

×

*

NBC-New York, 12/27/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

William and some states

NBC TRADE NEWS

ESTIMATED HALF MILLION DOLLARS RAISED FOR NEGRO JUNIOR COLLEGE THROUGH RALPH EDWARDS' 'THIS IS YOUR LIFE' APPEAL

An estimated half-million dollars for the endowment fund of Piney Woods School, a Negro junior college in Piney Woods, Miss., has been raised in one week by Ralph Edwards' THIS IS YOUR LIFE program (Wednesday, 10 p.m., EST). In concluding the program of Dec. 15, devoted to the life story of the school's president, Lawrence C. Jones, Edwards made an appeal to the television audience to contribute to the institution. As of noon Dec. 22,66 bags of mail containing \$217,500 had been processed and 64 more bags remained to be processed. It was estimated that the unprocessed mail contained \$400,000, and mail was still arriving.

The money is being deposited to the school's account at the Deposit Guaranty Bank and Trust Company in Jackson, Miss. Edwards repeated the appeal on the program of Dec. 22, reminding listeners of the million dollar goal set by the school.

----0-----

ROBERT S. FINKEL, PRODUCER-DIRECTOR, SIGNED BY NBC-TV; ASSIGNED TO SECOND PILOT FILM OF 'GILDERSLEEVE'

Robert S. Finkel, veteran television producer-director, has been placed under contract by NBC-TV and has started work on the second THE GREAT GILDERSLEEVE pilot film.

Finkel, who began his career as a director on the legitimate stage, has turned out TV shows for the major networks during the past six years, as well as several shows for Review Productions.

Included among his credits are "Pride of the Family," "The Ruggles," "Biff Baker, U.S.A.," "The Ray Milland Show" and "The Dennis Day Show."

NBC-New York, 12/27/54

R.C. W. C. Lease

(a settinated pair-al)tion dollars in Phe ondownont functor threy books londol, a Dare juntice college in Dary Phys. Mass. Mas. orea raised in on anak or stick Drawie 1902 is "DH UPE promu (woneeday. 10 p.m. 200). Dr.comberg we college a close 15. devoted to the 100 and the noncel president we college a close 15. Second a story of the non-termination of an interaction of the original instruction, is of non-termination of all the non-terminate ['inst net we product to the construction of all the non-terminate ['inst net we product to the close of the close of the construction of the close of the set mater of non-termination of the close of the construction of the close of the net we product to the close of the close of the close of the set mater of the close of the close of the close of the close of the set mater of the close of the close of the close of the close of the set mater of the close of the close of the close of the close of the set mater of the close of the close of the close of the close of the set mater of the close of the close of the close of the close of the set mater of the close of the close of the close of the close of the set mater of the close of the close of the close of the close of the set mater of the close of the set mater of the close of the set mater of the close of the set mater of the close of the set mater of the close of the set mater of the close of the clos

inverses in antigete and the address of the address in the ends of the logest for antiadjust for antiadjusted the ______ of the process of interaction, the membralized interaction the million coller and the theorem wheels.

RODARY I FRANCE FROM TRANSFERRED TO ANY DERIVED IN TO 2 PART

Nobert S. Finkel, wreited "lovision produce-structor, his bien allebu uneer conteret by ARC-27 and his structured work on the second rist drawn drubensitieve allet Clin.

Dinkel, who been his career and all economic a shire to the second of th

-Included attong air creditor are "reside of the mently," "The Inglains," "strip ender, U.S.M., " "The Rey Millaria Sheut" and "She Lermin buy Show."

Parts Contraction



December 27, 1954

85% OF NBC RADIO NETWORK AFFILIATES SHARED ESTIMATED \$2,000,000 IN REVENUE OF CO-OP PROGRAM TIME SALES IN 1954

Eighty-five per cent of the NBC Radio Network's affiliates shared an estimated \$2,000,000 in time revenue through the sale of co-op programs during 1954 it was announced today, by Ludwig W. Simmel, NBC manager of co-op sales.

The figures represent the sale in 170 individual markets of 11 cooperative radio programs to 550 different local advertisers. WORLD NEWS ROUNDUP headed the list, being sold at one time or another by 90 stations. The NBC Radio Network ELECTION RETURNS were sold locally by 61 affiliates, and 55 stations have added to their local billings by selling another news show, the popular H.V. KALTENBORN program.

New addition to the roster of programs for sale on a co-op basis is Ray Henle's THREE STAR EXTRA which has been on NBC Radio since June, 1932. The program which has been sponsored on 36 stations in a 14-state area by the Sun Oil Company for more than seven years will be made available to the rest of the NBC Radio Network starting Monday, Jan. 10. Sun Oil Company will continue sponsorship of

(more)

i -

2 - NBC Radio Co-op Sales

the Monday-through-Friday (6:45 p.m., EST) 15-minute news program in the interest of Sunoco Motor Oil, fuel oil, gasoline and other automotive services and accessories.

The roster of cooperatively sold programs is: WORLD NEWS ROUNDUP in 91 markets, ELECTION RETURNS (one time only) in 61 markets, H.V. KALTENBORN in 55 markets, SPORTS DAILY in 48, ALEX DREIER in 40, PAULINE FREDERICK REPORTING in 32, MORGAN BEATTY -NEWS OF THE WORLD in 26, EGBERT AND UMMLY in 22. The series of four ELECTION PREVIEW programs in 20, GRAND OLE OPRY in 19, and PEE WEE KING in nine.

NBC-New York, 12/27/54

the the inclusion of privice (C:45 pin, EPT) 19 annual make program in the the inclusion of privice the bar old, gradiine and other antertaktine set other.

The roster of commentively sold programs is: World HERS ROUNDUP in 91 markers, REFERION HERBITY' (one time only) on 61 markers, H.V. HALFERDORU IN 65 markers, HERLY' (one time only) ALEX PRET 1 11 40, FAULINE FR. TALLY FRONTON in 52; HOMPHIFER IV HERL OF THE KORLD IN 36, REERT AND URULY IN 22. The series of FORE TREATION FREVIEW programs in 20, GRAIN OLE OFRE IN 19, and

A.C. P. M. North 121 - 1 154



December 28, 1954

AMERICAN LEGION TO HONOR NBC WITH AWARD FOR AUTHENTIC HISTORICAL SERIES, 'INHERITANCE'

The American Legion will honor NBC for the network's authentic historical drama series, INHERITANCE, during the radio broadcast <u>Sunday</u>, Jan. 2 (5 p.m., EST). Seaborn P. Collins, National Commander of the American Legion, will present the award. Robert W. Sarnoff, Executive Vice President of NBC, will accept it on behalf of the network.

The dramatic presentation on this occasion will be "The Log of the Louisiana," a story of the attack that won the war against organized piracy in the Gulf of Mexico in 1820. The drama, by Gilbert Braun, is based on facts gathered from the records of the old Revenue Cutter Service, now known as the U.S. Coast Guard.

_----

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

KINGS OF EXCLUSION

And total could be and some of addition and the

10.00

BOB HOPE AND TROUPE OF 20 WILL PUT ON NEW YEAR'S EVE SHOW FOR STAFF OF THULE AIR BASE, 800 MILES FROM NORTH POLE ---Film of Hope's Stint to Be Presented on Jan. 9 'Comedy Hour'

For the second straight year, Secretary of the Air Force Harold E. Talbott will spend New Year's Eve with the officers and airmen at remote Thule Air Base, Greenland, which is approximately 800 miles from the North Pole and is now in darkness 24 hours a day.

Accompanying Secretary Talbott, in addition to Mrs. Talbott and Lieut. Gen. Emmett O'Donnell Jr., deputy chief of staff for personnel, will be a group of about 20 entertainers headed by Bob Hope.

(NBC-TV'S COLGATE COMEDY HOUR for <u>Sunday</u>, Jan. 9, 8 p.m., EST, will present a full 60-minute version of Hope's entertainment stint, filmed at Thule by U.S. Signal Corps crews).

Among the entertainers making the trip are William Holden, Margaret Whiting, Jerry Colonna and Brenda Marshall.

Bob Hope and his troupe will put on two shows at Thule -a matinee for personnel who must stand alert on New Year's Eve, and an evening performance for the others.

New Year's Day, they will entertain the officers and airmen at Goose Air Base, Labrador, one of the major air bases of the world. Goose is shared by the U.S. Air Force and the Royal Canadian Air Force.

____0-_---

NBC-New York, 12/28/54

DOS LOPE AND TROUPT OF 20: WILL PUT CH HEN YEAR'S EVE SHOW FOR STAFF OF THULE AIR BASE, OCO MILLS FROM HORTH FULE

Film of Hope's Stint to Be Presented on Jan. 9 'Com at Hour'

For the second straight year, Secretary of the Air Force Harold E. Tabott will up ad New Your's Eve with the officers and 11mon at remote Thule Air Flue, Greenland, which is approximately 600 miles from the North Pole and 1 now in carboner 24 hours a day. Accompanying Scoretary Fabbles, in addition to Mrs. Fulles

and Lieut. Gen. Emmatt O'Donnell Jr., deputy chief of staff for personnel, will be a group of about 20 entert. Inc. healed by Sch Hope.

> (ABC-TV's COLGATE COMEDY HOUR For Sunday, Jun. 9, 9 p.m., EST. will creasent a full 60-minute version of Hope's entertainment stint, filmed at Shule Ly U.S.

> > Stell Carps crewa).

Arong the entertainers miking the trip are William Holden, Margaret Whiting, Jerry Coloren and Eronde Marchell,

Bob Hope and his troupe will put on two chows at Thuld -a mitimic for personnal who must stand alert on New Vsar's Eve, and an evening performance for the others.

New Year's Day, they will entertain the officers and airman at Goose Air Base, Labrator, one of the major air bases of the world, doone is shared by the U.S. Air Force and the Royal Canadian Air Force.

NDC-New Train 18816-DEN



December 28, 1954

JOHN BEAL WILL CO-STAR WITH RUTH WARRICK IN 'JOYCE JORDAN, M.D.' ON NBC RADIO

Veteran actor John Beal will co-star with Ruth Warrick in JOYCE JORDAN, M.D., popular dramatic serial returning to the NBC Radio Network Monday, Jan. 3 (Mondays through Fridays, 10:15 to 10:30 a.m., EST).

Beal, a star in all fields of entertainment during the past 20 years, will have the role of attorney Mike Hill in the new daytime series. Known for her film and stage performances since 1940, Miss Warrick will appear in the title role as the attractive 32-year-old woman physician around whose private and professional life the plot revolves.

During the first few weeks, the plot will center on Dr. Jordan's plan to associate the medical center where she works with the city education department to provide additional health benefits for children.

Others in the cast will be Ethel Owen as Cissy Herman, Joyce's housekeeper; Augusta Dabney as Miss Quinn, the doctor's secretary; Janie Alexander as Milly Bellman, one of the many sick children the doctor's medical plan would help; Marian Seldes as Alice Easton, Mike's fiancee, and Vera Allen as Mrs. Hill, his mother.

Himan Brown is producer and director of "Joyce Jordan, M.D.," which will be written by David Driscoll. The program will originate in New York.

(more)

CTUTERS REALTER NO.

195 m 0 t 2

PARK and off, IO-OFFICE PARK STREET



December 28, 1954

JOHN BEAL WILL CO-STAR WITH RUTH WARRICK IN 'JOYCE JORDAN, M.D.' ON NBC RADIO

Veteran actor John Beal will co-star with Ruth Warrick in JOYCE JORDAN, M.D., popular dramatic serial returning to the NBC Radio Network Monday, Jan. 3 (Mondays through Fridays, 10:15 to 10:30 a.m., EST).

Beal, a star in all fields of entertainment during the past 20 years, will have the role of attorney Mike Hill in the new daytime series. Known for her film and stage performances since 1940, Miss Warrick will appear in the title role as the attractive 32-year-old woman physician around whose private and professional life the plot revolves.

During the first few weeks, the plot will center on Dr. Jordan's plan to associate the medical center where she works with the city education department to provide additional health benefits for children.

Others in the cast will be Ethel Owen as Cissy Herman, Joyce's housekeeper; Augusta Dabney as Miss Quinn, the doctor's secretary; Janie Alexander as Milly Bellman, one of the many sick children the doctor's medical plan would help; Marian Seldes as Alice Easton, Mike's fiancee, and Vera Allen as Mrs. Hill, his mother.

Himan Brown is producer and director of "Joyce Jordan, M.D.," which will be written by David Driscoll. The program will originate in New York.

(more)

2 - 'Joyce Jordan, M.D.'

"Joyce Jordan, M.D." first appeared on NBC Radio in June, 1937. It has been off the air since April, 1952.

Day-by-day developments in the serial drama during the week of Jan. 3 are:

Monday, Jan. 3 -- Joyce quietly observes her 32nd birthday. Tuesday, Jan. 4 -- Joyce has her first run-in with Mike Hill and his very legal attitude to her plan for helping children. Wednesday, Jan. 5 -- Mike meets his fiancee, Alice Easton, at the railroad station. Thursday, Jan. 6 -- Joyce visits Milly, one of her young patients, at the hospital. Friday, Jan. 7 -- Joyce asks Mike for his legal assistance towards making the school-medical center tieup possible.

	RDAN, M.D. ' ON NBC RADIO
	**
PROGRAM:	JOYCE JORDAN, M.D.
TIME:	NBC Radio, Mondays through Fridays, 10:15 to 10:30 a.m., EST.
PREMIERE DATE:	Jan. 3, 1955 (originally started on NBC Radio in June, 1927).
FORMAT:	Story of the private and professional life of an attractive 32-year-old woman physician.
STARS:	Ruth Warrick as Joyce Jordan, and John Beal as Mike Hill.
CAST INCLUDES:	Ethel Owen as Cissy Herman, Augusta Dabney as Miss Quinn, Janie Alexander as Milly Bellman, Marian Selde as Alice Easton, Vera Aller as Mrs. Hill.
PRODUCER AND DIRECTOR:	Himan Brown.
WRITER:	David Driscoll.
ORIGINATION:	New York.

NBC-New York, 12/28/54 FWK

". "Jorde Jordan, M. D.

. The of offer and mental it is the ". C. H. patrick sought"

INT. It has been off the it start weaky 1953.

To any approximate the term of the term of the manufactor of the

10112 6

introop, Jai, 4 = Yoy introop, Jai, 4 = Yoy incry Logic ECCLUID Color plantfor islution of help, and is a incry Logic ECCLUID Color plantfor islution of help, and is activity increasing of the activity of the color the color of activity Logic Bands to produce Tota v, Jun, 7 == 2000 color the color Logic Bands to produce Tota v, Jun, 7 == 2000 color the color Logic Bands to produce Tota v, Jun, 7 == 2000 color the color the Logic Bands to produce Tota v, Jun, 7 == 2000 color the color the Logic Bands to produce Tota v, Jun, 7 == 2000 color the color the Double.

	31
UNESSION PON REIERRO	VERNE DET 10 '.C.N LUCO
120 (n D C)(?"	C. M. LINCHOF COMPS.
\$ 312 A 31 C	n de la constance de la constance de la constance de la constance de la constance de la constance de la constance de la constance de la constance de la constance de la constance de la constance de la constance
:ASAN ERRIFE	
* 7.3 5	
:25175	
: 200237011 MSAD	
PRODUCTO AND MILLINGSC	and the second of the second o
: 5. 17日:	, ItowalyC Blown

:. JULANTOY

and and

2011 12 Style . Tol million

NBC TRADE NEWS

*

*

PRESIDENT EISENHOWER'S STATE OF THE UNION MESSAGE TO BE CARRIED ON NBC-TV AND RADIO

Se

*

*

-10 President Eisenhower's State of the Union Message before a joint session of Congress on Thursday, Jan. 6, will be simulcast by NBC Television and Radio from 12:30 to approximately 1:15 p.m., EST. Rep. Sam Rayburn (D.-Texas), speaker of the House of Representatives, will introduce the President.

SPONSORS FOR TELECAST OF COTTON BOWL FOOTBALL GAME

____0___

Chesebrough Manufacturing Company, for its Vaseline hair products, and C.A. Swanson & Sons, frozen foods firm, will each sponsor one-fourth of NBC-TV's telecast of the Cotton Bowl Football Game on Jan. 1.

Chesebrough's order was placed through McCann-Erickson, Inc., of New York. The agency for Swanson is Tatham Laird Inc., of Chicago.

____0___

NBC-New York, 12/28/54

PRESTERIT BURGERSENDER L'ÉDÉ d'ÉDE DE MERINANCE.

.** 3

15

Pro Tare play

Precisent Eliberrewer's Support the Union Message before a joint readion of Congress on <u>Thursdety, J.m. 6</u>, will be dimuted by MEC Folevision of Fault from 12:30 to be realizately 1:15 p.m., D.T. Fee, J.M. Krybure (D. Foras). speaker of the House of Ropresentatives, will in rechard the Freeder.

SPONSORS POP INCICANT OF COTTON BOW FOR THE CANES

Chusebrough Manufacturing Company, for the Vaseline hear produces, and C.4. Stanson & Seam, for on feath fitte with scottor pre-fourth of MPJ-TV's tale out of the Jet 10 2001 Jeaths J Game on Jan. 1.

Chesebrourits order van placed Uniting InCompany 2001 In . of New York. Sha uppney for Swancen is Fuller Isteller.

Milder Totte Totte Ing St Mile

CREDITS FOR 'A CONVERSATION WITH SIR OSBERT SITWELL' ON NBC-'TV

PROGRAM:

A CONVERSATION WITH SIR OSBERT SITWELL

NETWORK:

NBC-TV

TIME:

DESCRIPTION:

PARTICIPANTS:

BIOGRAPHICAL DATA:

EXECUTIVE DIRECTOR AND PRODUCER:

DIRECTOR AND EDITOR:

PHOTOGRAPHERS:

ASSOCIATE DIRECTOR:

Sunday, Jan. 2 (5:30-6 p.m., EST).

One of NBC-TV's continuing series of conversations with distinguished elder figures of our time.

- Sir Osbert Sitwell; Samuel Chotzinoff, NBC music executive
- Sir Osbert Sitwell, 62, is noted as poet, critic, autobiographer, essayist, novelist, writer of short stories, and wit.

Henry Salomon Jr.

Isaac Kleinerman

Cy Avnet & Jesse Sabin

Richard Hanser

NBC-New York, 12/28/54

HILF MALA MILLO & SHO PREM

The needed to the sol att

1: 1)71

: 51110

· LETTER AND

PATTITIANS:

: ALA INTE AND IN

FOULARIT VITUDIU

DILLONA FORDLES

PHORNER PHORE

A .. On LATE IN S. MUTTER.

VI-JUII

Carron T. M. Cartenia Classica di Compressioni Hartinguirmes Gl. 1 - 1 - 1 -

Culot in the first of the first

· Transie Jerrini

DD - C - is in to C

Contract Casalin in a march of

The state of the second st

venderer and waterer

ERIK HAZELHOFF HEADS NBC'S NEW TELESALES DEPARTMENT

Erik Hazelhoff has been named manager of the National Broadcasting Company's newly created Telesales Department, Matthew J. (Joe) Culligan, NBC's National Sales manager, announced today.

The Telesales Department, which evolved from an experimental unit of the network's "Today," "Home" and "Tonight" shows, becomes a full-scale presentation unit of the NBC Sales Department. The new department will be available to the entire network sales operation for all shows.

In his new capacity, Mr. Hazelhoff will supervise the production of kinescope film and "live" closed circuit presentations for new business on the network. The format of the shows and the personality of the star will be projected through this operation to advertisers interested in television.

Mr. Hazelhoff, a former editorial writer for the "Today" show, said the greatest demand for the Telesales operation would come from the daytime television areas, "since most prospects do not have the opportunity to see the daytime shows because of lack of viewing facilities at their places of business."

Mr. Hazelhoff will supervise the writing, direction and production of more than 300 kinescope and "live" closed circuit productions for sales presentation use.

____0___

NBC-New York, 12/28/54

THOM WINNED TO A

A CONTRACTOR OF AND AND AND A DOM PLANDS TRADUCTION STRAT

The following of beparaments which individuation and a summarial and of the methodola "defay." "saw" and "following" methods a self-addition make of the MC labor construction with departments will be available to the article convect raise operation. The size drows

The first of the opticity and for the of the company of the second of th

Por Plending a concern on the antiparial and the law in the "court" shout, take the greatest of and for for the Delation on a for an interaction of a second of the shout the asystics below then been a failed on another a solo for the two postering to an All forther and the too hereing of the too for the factorization of the second for any confirments of the factor.

interfaction (% a Diorr with monary) + Yay welching, director rate propriotion of more the a pic directopy and "late" alooge ate ate forunediany for rate, account, for dare.

LIVE TELECAST FROM PLANE TO TAKE 'HOME' VIEWERS ON TOUR OF SAN FRANCISCO LANDMARKS

Careful and intricate aeronautical planning will be involved when the HOME program, in cooperation with Station KRON-TV and American Airlines, will do a live telecast from a plane flying over San Francisco on Monday, Jan. 10 (NBC-TV, 11 a.m. to 12 noon, EST).

Ten well-known landmarks of the city will be shown to viewers all over the United States from a DC-4 air freighter traveling at 180 miles per hour, in a two-and-a-half-mile aerial circle, at an altitude of 3,000 feet.

Al Morgan, senior editor of "Home" and supervisor of the shows to be done from San Francisco during the week of Jan. 10-14, met with American Airlines pilots in San Francisco recently and plotted the path which the plane will take. The pilot will cover this pre-set circular path four complete times. The director can thus cut from activities on the ground to the camera in the plane at any time during the entire hour and, no matter what view he happens to catch at that moment, he and the others below will know that views of the specific landmarks will follow each other according to the pre-set sequence.

A single television camera will be mounted in the doorway of the plane, and other necessary equipment including a pair of two-way radio sets will be provided and installed by technicians of Station KRON-TV in San Francisco.

A shakedown run of this exact route has already been flown by the pilot and a film taken of the views below, which will be shown on the program in the event of bad weather making the flight impossible at the time of the telecast.

____0___

NBC-New York, 12/28/54

LEVE TERMON CERTING TO TAKE THEN " VERIEN I ON TOTR OF SER NUTSTO E ATH HIS

Carthol and introduces according a Planshy will be agained and an the MCM and introduces according to the Action MCM and MCM and the Action of the Content o

Ton well-known i rimorae of ble off will a grown to vicuos all over the United Steing dyna a sole air fraighter (sectors and miles pur hum in a two reserved filmlie arried sirele, pi un farmers of 3,000 feet.

Al Horpan, senior editor of "Hore" and angerment of the that to be done from a morrano Auting the web of the 10-2%, and will insertern (infunct pilote in the prior recently and pilot the read which the clare will take. The pilot will cover this purert arouter path four complete tirgs. The pilot will cover this puractivities on the recurs to the constraint of plang is any time out from the difference of the second of the constraint of the apendit activities on the recurs to the constraint of plang is any time out it and monor he will follow and the other second of the view of the apenditic hormarks will follow and the other second of the view of the induces and the recurs of the second of the constraint of the induced of the apenditic A single recents on complete constraint of the mounted in the destroy

If the clarge and other needs any equivent including a just of the steps radio softe will be provided and entailed or technician of it for Kelw-Drift n San Francisco

A sector run of this exact reader of a start of the factor, by de pilot and a function of the views blow, which will be found on the program in the event of the vectors which the filths incorted on the time of the televolt.

COLOR TELEVISION NEWS

A SERVICE OF R



CREDITS FOR 'NORBY' ON NBC-TV

TIME:

,

STARTING DATE:

STAR:

CAST:

PRODUCER:

DIRECTOR:

FORMAT:

WRITERS:

ASSOCIATE PRODUCER: ASSISTANT PRODUCER: DIRECTOR OF PHOTOGRAPHY:

SPONSOR: AGENCY:

ORIGINATION:

"Norby," on NBC-TV, Wednesdays, 7-7:30 p.m., EST. Telecast from Eastman Color Print Film in compatible color, and may be seen in high-quality black and white on standard sets.

Wednesday, Jan. 5, 1955

David Wayne as Pearson Norby, small-town banker and family man.

Features Joan Lorring as Norby's wife, Helen; Susan Hallaran as their daughter, Diane; and Evan Elliot as their son, Hank. Other cast members include Janice Mars as Wahleon Johnson, bank telephone operator; Ralph Dunn as Mr. Rudge, bank VP and efficiency expert; and Carol Veazie as Mrs. Maud Endless, bank president.

David Swift

Richard Whorf

Situation comedy.

David Swift supervises two writing teams - . Harvey Orkin and James Lee, and David Rayfiel and George Kirgo.

John Graham

Max Allentuck

Larry Williams, ASC

Eastman Kodak Company

J. Walter Thompson Co.

Filmed by Norby Productions at 20th Century Fox Movietone Studios in New York City, with outdoor location shots taken at Pearl River, N.Y.

____0____

NBC-New York, 12/28/54

the second secon and the second s the second s .



WEAVER FORESEES EXPANSION

OF COLOR TV IN 1955

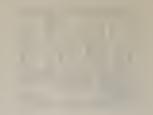
There is no foundation of fact in any report that the National Broadcasting Company will discontinue colorcasts on April 1, Mr. Sylvester L. Weaver, Jr., President of NBC, stated today.

"There are no changes in our previously announced plans for color television programming," said Mr. Weaver, "and we are going forward with these plans as per schedule.

"Our Introductory Year of color television -- 1954 -marked significant advances in technical developments as well as in color programming. Public interest has been highly encouraging and we look forward to continued advances and expansion in color programming during 1955."

----0----

NBC-New York, 12/29/54



(A) A second details of the second details of the second of the second details of the

a a sea a

a the set of a set of the set of the



NBC YEAR-END REVIEW

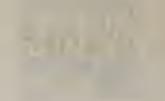
FOR RELEASE MONDAY A.M., JAN. 3, 1955

The creation of new programming and sales patterns which sped the development of network color television on a commercial basis, marked the first year of administration of the National Broadcasting Company's management team of Sylvester L. Weaver Jr., President, and Robert W. Sarnoff, Executive Vice President.

Appointed Dec. 4, 1953, Mr. Weaver and Mr. Sarnoff put into motion a series of plans and changes based on concepts which broke with tradition and the past. The results infused television with new excitement on the part of the audience and broadened the base and range of its uses for advertisers, small as well as large.

The innovations in television programming came clothed in a new dimension -- color. Compatible color television, pioneered by RCA, and introduced to the public by NBC in 1953, became a commercial reality on NBC in 1954. Early in the year, Mr. Weaver announced the scheduling of 33 hour-and-a-half color Spectaculars, featuring talent and vehicles not previously available to television. The announcement was followed by an immediate sell-out to six national advertisers whose investment in these programs totaled \$14,000,000.

(more)



11 10 - 714

and a second of the second

and and a second s

2 - Year-End Report

On Sept. 12, NBC-TV presented "Satins and Spurs," first of the gigantic color extravaganzas. "Satins and Spurs" embodied all the elements of new programming concepts -- new and established talent and a fresh vehicle created by the outstanding writers and producers. Business Week called it the "dawn of a new era."

Almost overnight, the Spectaculars became television's conversation piece. There were skeptics, too. And while the skeptics doubted, Nielsen, the national audience counting service, reported that an average audience of more than 31,000,000 viewers had tuned their dials to each of the early Spectaculars.

Beginning with the Tournament of Roses Parade on Jan. 1 -the first West to East transcontinental transmission of color -- NBC recorded a series of historic firsts in color television month by month. Among the highlights were the first network telecast in color of a sports event -- a boxing match on March 19 from Madison Square Garden; the first color telecast from the Metropolitan Museum of Art in New York, presented in May; and the first network transmission of 35mm. color film in June.

There were other changes in TV programming. A basic revamping of the program lineup brought NBC into the Fall season with 39 new programs, at least one new program every evening of the week. There were great changes in daytime television. In March, the "Home" show, a new concept in women's service programming, was introduced. In November, NBC-TV entered Saturday morning network programming with a two-hour block of children's shows.

On Sept. 27, NBC-TV scored another first when it pioneered late evening network television with "Tonight."

onen has not -

Con Stock, Le, Gge 177 provinted "Bettak and pawers," fitter of and subjudie of the objects areas. "Software and Free desites of "shi Bornants efficient provocution concepts are new and exclutions them and modified a created of the replaced of and and and and bornants Week could be "particles are and and anotheres.

Almost overmight, the Specare time by the tribution term conversation pieces filters when alterbicts tee. And while the magnitur conversation the measure set of the vision, receipt converse an average subsame of more that 51.000 bee visions at mark weight to work of the early spoces of the

Destroy with the Totreeman of Loads Mente on Smith 1 -de first lest to Ray (gaussoulinenty) termustation of hold -- NRS seculates of Mintoele Cirate is soler following and by one. Leagt the Highlighte percent of the distribution following in a source event -- a boxing couple menters is from indiance found of a source event -- a boxing couple menters is from indiance found and as the Cirate balacce from the Signer of termolity of and you presented to bay and the Signer of termolity of a soler film of Jones.

¹ Murie were correr courser courser in IV programming. If each even give of the program linear oranget the test the off is bracked the contropy and the descent and compares very evening of the linear rengerand, all break-compares and respective course, there note great incorpt in register wateries on the how, new socropt in her production wateries of the linear network in her production remains, maximized of the events his of statistic remains recently and the response his of statistic remains recent process of the response his of statistic remains.

ON SAUL, 27 LNBA-IV BRONCH LNDBARE 2110: WHEN L FLOREN'S C

3 - Year-End Report

The new look in sales patterns based on the magazine concept, pioneered by NBC, attracted more advertisers to NBC-TV than any other network -- a total of 210 for 1954, an increase of 45 over the previous year. Since 1950, when 76 advertisers used its facilities, NBC-TV has tripled its roster of advertisers. Business spiraled 30 per cent, with gross time billings rising to a record high of \$125,000,000.

ORGANIZATION

All operating and staff departments were grouped under an administrative vice president, John M. Clifford, for closer coordination and increased efficiency. Mr. Clifford assumed his new duties Aug. 4.

Centraliz Jion of department services supporting the NBC Television and Radio operations was effected in 1954 with the appointment of Kenneth W. Bilby as Vice President for Public Relations in charge of the National Advertising and Promotion, Research and Planning, Continuity Acceptance, and Press Departments.

Successful expansion of magazine concept programming on "Today," "Home" and "Tonight" led to the creation of the Participating Programs Department and the elevation of Richard A.R. Pinkham to Vice President in charge.

The appointment of Davidson Taylor as Vice President for Public Affairs signified greater emphasis by NBC on news, special events, sports and culture, and underscored NBC's leadership in integrating both radio and television handling of news on a high management level.

Also elevated to the rank of vice president during the year were Edward R. Hitz, in charge of Television Network Sales, Central Division; Thomas B. McFadden, in charge of NBC Spot Sales, and Hamilton

Jor. , L. M. .

When in Icon in color pettorps based on the pagette pet oft. stemment to LPT, attaction were districtions to GRA-A, char on their hereich -- a total of Clo Pop 10%, an increase of 46 on a the insylute were. Show 1000, when 6 adverticute on 0 its faction (sg, black) for thereic its restor of adverticute. Southers wells of a previous off.

1 100 21.1 231

All entrucing and repliced on a spiriture of the project of an and the project of the second of the

domaralı on or pengrönent ar mine supporting the bir bile iston and Audio cremeiona mas efforted in isten abpoirba and officineta M. 1311by to wire the fight free Bubile Fight, in analys of the Vational Advantur, and are despiritant and iteming, fouringity haceptimes, and press Ferry bashts.

Successive expansion of magnets of engrate of programming on ".o.g." "Bowl"""" ".o.g." "Bowl""""" "Process' "Depression: And the slavelennet of the officient of the fight, for vite Process' cont in brance.

"Recomposition of rardson toylor and the familie for the families for the set of the set

4 - Year-End Report

Shea, in charge of WRCA, WRCA-FM and WRCA-TV, NBC-owned radio and television stations in New York.

NETWORK PROGRAMMING

Shows of such outstanding stature as "Richard II" and "Macbeth" became a conventional part of NBC-TV's new programming look. NBC's "Television Opera Theatre" presented Mozart's "Abduction From the Seraglio," "Sister Angelica" and "The Taming of the Shrew."

Three series of Spectaculars, sponsored every fourth Saturday, Sunday and Monday evening, were introduced in September under the production auspices of Max Liebman, Fred Coe and leading guest producers from Broadway and Hollywood. The Spectaculars, backbone of the new concept for 1954 programming, brought to television such stars as Ginger Rogers, Betty Hutton, Joseph Cotten, Ann Sothern, Margaret Sullavan, Jeanmaire and Judy Holliday. The Spectaculars produced new "finds" in Jeannie Carson, Dick Shawn, Pat Carroll and Jacques Tati.

Almost 40 shows were involved in an overall revamping of the program lineup and new comedy shows featured Red Buttons, Martha Raye, Sid Caesar, Jimmy Durante, Donald O'Connor, Imogene Coca and George Gobel. Before the season was very old Gobel was widely acclaimed as the comedy discovery of the year.

Three new situation comedies were added: "Dear Phoebe," "It's a Great Life" and "The Mickey Rooney Show."

Viewers were offered "live" late evening entertainment of outstanding caliber when NBC introduced "Tonight," featuring Steve Allen, Sept. 27. This after-midnight show was another step by NBC in opening up additional hours of the day to network television.

(more)

AUCTED DAL TONT -

Brad, in diarrow of 2.734, 1078-201 nat WEGA-27, 1832-05,000 redio 401

OVER STREET

Production of augh ends and by at corrers of "Right of II" and "Redeth" because convention 1 part of NRO-TV'L are projected to NRC " Television Chura Interru" processed of no artite "Abdue Jue at Second 1, "Sister Anguites" and "Interruction that Town."

Three Series of Spectroviers, apparents and, fourth Saturday, Sunday and Ronas evening, ware introduced in Sophenser under the presention anapires of Har Liebnen, in. Cos and leading east producers from Browleay and Hallywood. The Spectroulane, beckbone of the new encode, for 1000 programming, brought to beleviers and stars as Mineir Regard, Butter, Just programming, brought to belevier, number of the new encode, for 1000 programming, brought to beleviers and stars as Mineir Regard, Butter, Just programming, The Stars and stars of the formative and Just Halling, The Towelsoulane gradues mark.

Almost 40 shute were laveled by an orarell raye of the program lineap and now consety shows for trived Rou Eutrons, which have, doi to edr. Jiraw Duranto, Denald O'demar, Dogar Core an dobel. Defen the search was very all dobel was widely colleted an and soundy discovery of the year.

Trres now struction con dias were added: "In a Phospe," "To's - Trres not "Ine Miller Roosey diaw."

Movier very official 2 ms 155 emiling established of outside and so that for introduced "for 1000 of for uning Street Allen, Dont. 27. This of the emiliation soon was cholter stop by Al2 in so whet up additional incres of the device condition to the con-

5 - Year-End Report

1.16

"Home," with Arlene Francis, was added early in the Spring to the new daytime schedule.

"Today," first of the magazine concept programs and the fastest-selling daytime show in television, continued to attract the largest early morning audience in television. "Today" began its fourt! year in January, 1955.

One of the memorable events of 1954 television was the presentation of "Combat TV," by NBC in association with RCA, to demonstrate the Army's use of TV in warfare. It was staged at Fort Meade, Md., in cooperation with the Army Signal Corps.

A special one-hour documentary on nuclear energy, "Three, Two, One...Zero," won the praise of critics and public and was named as the outstanding public affairs presentation of 1954. In addition, NBC developed "Background," utilizing new editorial and technical techniques to present news in depth.

From Queen Elizabeth's world trip through the Congressional and state elections in November -- with its revolutionary four-way split TV screen -- to the celebration of Sir Winston Churchill's 80th birthday, the NBC News and Special Events cameras were on the scene. Coverage of the New York waterfront strife, the Indo-China war and truce, the McCarthy story, the Guatemalan war and the hurricanes were other highlights in NBC News and Special Events activity.

Among programs of long standing, "The American Forum" and "Meet the Press" continued their presentations of leading national and world figures.

The most exciting year on television reflected NBC-TV's audience leadership as reported by Nielsen. By November, NBC-TV programs had achieved an audience superiority of more than 803,000 homes reached on an average evening program over the second network.

(more)

- - Tosmaring F. nort-

"I -)" with Arlan, Francis, was alde' carty in the Second

"moday;" tirst of the negarine concert programs in the factor to the fortune delline do. The whow in television, continued to the of the israart ently morning widdence in talevision. "Tola," befor its for to the year in January, 1955.

One of the memorable events of 195" telovision has blu presentation of "Genuat IV." by NEO in association with ACA, to demonstrate the Army's use of IV in warfore. It was studied of Fort heade, Md., in cooperation with the Army Signal Jyrps,

A special one-hour documenter; on nuclear energy, "Three, "we, One...Lore," wen the praise of critice and public and mus whet as the outstanding public infairs presentation of 1954. In addition, WEC developed "Background," utilizing new editorial and topicies: behandles to present nets in dota.

From Queen Elizabuth's world trip through the Congressional and state elections in Hovember -- with its recolutionary four-way split IV screen -- to the velebration of Sir Keston Correctil' 30th birthday, the MBC L. a and Special Events campras were of the scone. Coverage of the New York with Front strife, the Info-Chine war and trues, the McCarthy story, the Quatemalen war and the herefore wars other highlights in MCC News and Events activity.

Among programs of long standing, "The American Forum" and "Heat the Loos" continued their preservation of Louing assignd. and world from s.

The most exciting jmar on talawiston relieted AWT-1918 outlance lendership as reperted by fileless. In Hovense, MOS-1918 programs had ashieved an audiched superferity of note than 103 0.0 some modeled of an average overcong program coertine arous action action (more)

6 - Year-End Report

NBC-TV shows continued to dominate Nielsen's list of the nation's top-ten programs, winning as high as seven places in an October survey. The year served to emphasize NBC-TV's established position in audience leadership.

NBC Radio revitalized its 1954 schedule, adding such top quality programs as "Conversation," with Clifton Fadiman as host; "Thy Kingdom Come," an innovation in presentation of religion on the air; "Inheritance," a series of authentic historical dramas designed to promote deeper understanding of the American character, and "Heritage Over the Land," a 13-week series produced under a grant from the Alfred P. Sloan Foundation exploring the social, economic and cultural revival in the South during the past decade.

NBC Radio's famed "Tribute" series presented outstanding documentaries on the late Lionel Barrymore, Sir Winston Churchill's 80th birthday, and Ernest Hemingway's receiving the Nobel Prize.

The radio network's reputation as the musical leader of the broadcasting industry was demonstrated anew in 1954 when the NBC Symphony, completing its final season under the direction of Arturo Toscanini, rendered the complete opera, "A Masked Ball" and a special presentation including Verdi's "Te Deum," and "The Prologue," and Boito's "Mefistofele."

Following the unforgettable Toscanini finale on April 4, the NBC Spring Symphony offered a special nine-week series of concerts. On Oct. 9, the Boston Symphony Orchestra began a series of concerts on NBC Radio.

The long-time recognition of NBC as the nation's Number One sports network was impressively reaffirmed in 1954, during which U.S. televiewers were able to see -- frequently with a better "seat" than the actual spectator -- the best in American sports.

(more)

many Entering - 6

MCC-IV skywr om binddd to confinte Wills niw 1996 ch to: naiton's lop-fou programs, filthog us high a seven abaron m au forober surnor, fil year ser of fo coplate a met-ivit, claiting bosible in subfiles loundiship.

WPC Radio invitalized its 1054 role delt , addee room to quelity programs as "Commercalise," with a Silfton Faddada, as here: "Thy Hingdon Pode," is throvelien in presentations of relificon of relification sity "Lipritance," a carief of methantic histories? during carta to prime's deeper unconstituting of the methan character, and "hereine Over the tend," a 13-work refiles product fructure a grant from the circu-F. Sidah Authorition of the scotel, contants and coloured review in the bouth during the processory.

HEG hudtol franklik frantes frantes franklik asider franzented og sign kan dogunfratarise og ske 1973 Esonsi sesten og 300 Miniteriker. Franklik 60th birthagt stat franset Hendrigasyf, soc sting til Nobel Prize.

The Facto mitwork's 'tyndfatton marking rusteal leader of the broadfatth, fridatr, das dus mitimes contribution 1004 ston the for symphony, completing its fride washer the to disoction of Albard Toscan af, remotred the tombile copure, 't maked Enll' and a shoutpin presentation including verbies "no bound," cost fire Frotogas," and borroes Marietores.

Noillowing the but the balls but nine time of Agric 4, the WED Spring Symphony offered a spectul nine-track restrict of concerta, on Cot. 9, the Borton Symphon, Cathorsen bogging a sector of concerta on WEO Tadio.

"The state the transformer to a solution of 200 as the entropy of New extension new encourtes and from the state that the 1954, entropy which the test to the state of the solution of the test of the state with the solution of the test of the notice of th

7 - Year-End Report

This service began on the very first day of 1954, when NBC-TV provided a full afternoon of solid football entertainment in both the Cotton and Rose Bowls.

Since that day, U.S. televiewers have seen on NBC-TV the best in boxing on the Friday night "Cavalcade of Sports," the U.S. Open Golf championship -- first U.S. Open ever telecast--the All-Star baseball game; the Roger Bannister-Jack Landy "dream mile race"; the World Series; Canadian Professional Football--seen for the first time in America--and U.S. professional basketball.

AWARDS

Numerous awards attested to the outstanding caliber of NBC-TV and Radio programs.

NBC won seven out of 13 Look Magazine TV Awards, more than all other networks combined. The seven NBC award winners were: George Gobel, best comedian; Fred Coe, executive producer, best producer; Jack Webb, star of "Dragnet," best director; "Camel News Caravan," with John Cameron Swayze, best news program; "You Bet Your Life," with Groucho Marx, best quiz or panel show; "Ding Dong School," with Dr. Frances R. Horwich, best children's program; and "Cavalcade of Sports," best sports program.

"Medic," a striking innovation in programming introduced on NBC-TV in 1954, won the coveted Sylvania award as "television's most outstanding program." It was an honor only once before accorded by Sylvania -- to NBC-TV's "Victory at Sea" in 1953.

Five other Sylvania awards went to NBC: "Three, Two, One... Zero," the best documentary; "Philco-Goodyear Television Playhouse," the best dramatic series; George Gobel, top comedian; and WRC-TV, NEC owned-and-operated station, Washington, D.C., for the best public service programs. (more)

The Your State In Property - Y

This service began on the very lipse on 1954, then 120-17 provided a full stick took of solid forbadle entertainers in search the roties and note bowle.

Shoot bhib day, W. C. sele these have seen on UEC-FV the used is braing on the Felder right "Covelede of Sports " the V.S. foer Colf analysis -- firms V.C. Open ever classect- vie All-Shire and hell game; the Heger Danminter-fort havy "dreps will the '; t' would seles; Canadir solutional restricts and 's the four firms the in merios -and V.S. model select acts and '.

ECAR

Land Hadio pu his streamed to the children of the second o

WEO won seven out of 13 hook in parties WV Arenas, more than all other mity on't combined. The seven with mark admorp ward theory webs), heat com tinn; and too, extends in extender best producer; hask Wath, the of "Bragnet," on the sit store "famil Here Cornwon," with John Cameron Swavas, but ere programes "rouged Voue Life," atth John Cameron Swavas, but ere pured attract "flue Doug School," with Deerth fromeho Marx, beat guis or pured attract "flue Doug School," with Deerth stores R. Horwich, beat children's program; and "draloade of Shores,"

"Marte," a station dimeovation in more on the deduced an or -TV in 1954, on the core of Sylvenia which a "iclevition's most substanding program." It was an tensor only ensured of or ontwork of Sylvenia -- to MSO-THE "Victory at hea" in 1953.

Electric other Silven a cather wash to TTM: ""http://louso." "area," the lest door outlong "Fulloo-Scotpear "clovid on Flyhouse," the basis dramatic scoter Recept Gooks, for compliant and wrd-TM. The owned-sud-operated atabien. Workframon, J.C., Jee tee bast pullits can in programs.

8 - Year-End Report

The Alfred I. du Pont Award went to Pauline Frederick, NBC news commentator -- the first woman to achieve this distinction.

The latest George Foster Peabody Awards named three NBC-TV programs as outstanding in the fields of music, entertainment and youth programming: "NBC Television Opera Theatre,""Philco-Goodyear Television Playhouse" and "Mr. Wizard." One NBC-TV program, "Ding Dong School," was honored by almost every award list in the United States in 1954.

NBC FILM DIVISION

During 1954, the NBC Film Division, one of the company's major operating divisions, provided TV stations with 736 weekly halfhours of local programming, as compared with 235 the previous year.

More than 1,120 Film Division program sales were made in markets ranging in size from 4,000 TV homes to New York City, with TV homes numbering 4,250,000. In New York, with 10 programs on the air, the NBC Film Division was providing more programs than any other syndicator.

Among the popular programs sold in over 100 markets were "Inner Sanctum," "Dangerous Assignment," "Badge 714," the hour-long and half-hour long "Hopalong Cassidy" films, "Paragon Playhouse," "Captured" and "Victory at Sea."

TELEVISION SALES

NBC-TV's gross time billings for 1954 climbed to a record high of \$125,000,000, an increase of 30 per cent over 1953 sales. The sales record was accompanied by a sharp rise in the number of advertisers using the network, a total of 210 compared with 165 for 1953.

The state of the

Why Address T. At Fait In a ware to randor Fredoritation for advorted to a static of the neuron to ration that a distinction. The indust damage Partic Lancon Smith Read the of Warmer

MULLIVIC WIN DAY

Empire 194, the MED Film Division, one of the some syna major operating divisioned, recyled SV starion with 735 weekly methouse of 1994 presponding as constant with 255 the previous of a

More than 1,110 F41a Duruston program wals were more than mentets ranging in size from 0,000 mV hores to nor Youk Giry, with m homer marbering 6,250,000. In N r Yor's 110 respense on the ninth F50 file Division was provident more response that any other syndianter.

Among he convert products wold in over 100 much to a "tener 2 motium," "Departue Assignment," "tedge 750," the house-long and bulk-bow in "Departue Causign" files, "tedge flagmone," "Coduro!" and "Millory de Foc."

C. STIT MILL CLAT FILM T

1 - 14

Heory 2, 200,000 and the state state 100 180 climbed to a request high an sign 000,000 and in to be of 30 per user over 1967 selow The release to ord as a state of mind by a harp the state to ble another a sincept are marging the marging a total of 200 compared with 16 year

9 - Year-End Report

Among new advertisers welcomed to NBC-TV during the year were the Bissell Carpet Sweeper Co., Cudahy Packing Co., H.J. Heinz Co., Kelly Springfield Tire Co., Maytag Co., Pepperell Manufacturing Co., Royal Typewriter Co., and the Sweets Company of America.

The year was highlighted by an almost immediate sell-out of the newly conceived, once-a-month color Spectacular series, and the launching of "Home" and "Tonight" for sponsorship in the established participation pattern of the highly successful "Today" show. The three participating programs gained rapid acceptance among magazineconcept minded advertisers, with their combined time and program billings for the year reaching \$13,000,000 more than the entire amount spent by all television advertisers in 1948.

Extensive increases in station lineups were also achieved in 1954. In November of 1954, the average sponsored NBC-TV evening show was carried by 94 stations, compared with 67 stations in November of 1953.

In an effort to meet the special problems of its optional affiliates, NEC lass Fall took the lead among networks in introducing an Optional Station Plan. The plan was threefold: (1) Certain commercial programs were furnished optional affiliates not ordered by the network sponsor and the optional station was permitted to make local sales in these programs. (2) A special sales unit was created to build more network business on its optional stations. (3) A group rate plan was made available to optional stations in smaller markets. Under this plan, the participating group of stations was offered at a reduced rate to advertisers.

(more)

Phopen Listing of -

Anorea de Blandski erstrerativen (feligereren ander 200 Blandski er 200 C anorea de Blandski forspet forden er barn forste er for 1990 Alger de roadski apatimer er forste er barn forste forste er forste er barn forste de roadski apatimer er forste er barn forste forste er barn forste er barn de roadski apatimer er forste er barn forste er barn forste er barn forste er barn forste forste er bann forste forste er barn forste er barn forste er barn barn forste er barn forste forste er barn forste er barn forste er barn forste er barn barn barne forste er barn forste forste er barn forste er barn forste er barn forste er barn barn barne er barn forste er barn fo

(1) Both Little (1) And the control of parameter product, and give control of the solution of the solution

In an addition of the formation of the control of the optimal affiliation of the state of the film and the control of the optimal and protonal Striften state of the film and the control (1) Sockether and relie of a state state of the film and the film of the film for the cost strenge and the publication are instituted to the film for the film and the publication of the strenge of the film for the film and the film the publication of the film of the film for the film and the film the publication of the strenge of the film for the film and the film the publication of the strenge of the film and the film and the film the strenge of the strenge of the film and the film and the film the strenge of the strenge of the film and the film and the film the strenge of the strenge of the strenge of the strenge film and the film the strenge of the strenge of the strenge of the strenge film and the film the strenge of the strenge of the strenge of the strenge film and the film the strenge of the strenge of the strenge of the strenge film the strenge of the strenge of the strenge of the strenge of the strenge film the strenge of the film the strenge of the streng

10 - Year-End Report

THE NETWORKS

The year 1954 saw dramatic growth in the number of NBC-TV stations equipped to carry color television transmissions. On Jan. 1, 1954, only 21 stations were equipped to carry color. As of Dec. 1, 1954, NBC's color television network had reached the phenomenal total of 93 stations. Color television was now available in an area comprising 87 per cent of the nation's televiewers.

As 1954 drew to a close, the NBC-TV network had grown from 168 stations in 1953 to 196.

The NBC Radio Network continued to serve greater audiences than any other advertising medium over its 210 affiliated stations. NBC'S OWNED STATIONS

The call letters of four NBC owned stations were changed in 1954. WNBC and WNBT in New York became WRCA and WRCA-TV; WNBW (TV) in Washington was changed to WRC-TV; and KNBH, Los Angeles, was assigned the letters KRCA. The other owned stations are WRC, Washington; KNBC, San Francisco; and WMAQ and WNBQ (TV). Chicago.

The gross income of the division, derived from the five radio and five TV stations and from NBC Spot Sales, reached new highs.

In the field of color television, WRCA-TV led the industry by presenting the first regularly scheduled local color programs, "Here's Looking At You."

ENGINEERING AND PRODUCTION

Expansion of color production facilities and the development of a tiny wireless microphone marked the outstanding technical and engineering achievements during 1954.

proment has entrol - 01

FITTER 28

The proof 105% may describe growth in the much servery of another equipted to every color beleviated to construct of an of 105%, emit 21 anothers were equipted to comprovide the pressent of terms 105%, short color to based on approximation to construct the pressent could to 9) stations the based of any every had received the pressent could construct of second of the every station was now every ball to an or construction.

As 1994 draw to a vilous, buy "Street municiple for grown from

The MBO Monto Estruct dembination to barro product multimore and may athog advocrations and the sole life 310 and 16 had and Long ABA'S OVERD SCARLORS

(I) coll linects of four NEC constraint of Content and the transmission (n) and the unit many state of the New York book and NRCL and NRCL and NRCL-off Market (n) and example of the New York book and NRCL and NRCL and Attack of the Attac

The groat freethe of the difficultion, duttive the late freet

In the field of offer L leaster, UNCA-PF lat Harthreevy of redenoting the first regularly schedul a longt ofter recorded "Marin's second to You."

IC TERE WE CONTRACT STATE

(c) the match of contrary with a mathematic real through an actual of a bird with the with the with the with a with the with the original and an actual and a statements of the contrary and and a statements of the second set o

11 - Year-End Report

The Brooklyn studio -- largest television studio in the world and housing the most modern electronics equipment -- was readied for use in September. Construction of a new color studio in Burbank, Calif., to form the nucleus of NBC color programming on the West Coast, was scheduled for completion in January, 1955.

A tiny wireless microphone that can be concealed on the person of a television performer was developed and used successfully on several NBC-TV programs during the year. The new microphone permits the performer increased freedom of motion and flexibility.

THE RADIO NETWORK

Dynamic, dramatic changes marked NBC Radio during 1954. Newly acquired programs such as "Lux Radio Theatre," "Your Land and Mine" and "People Are Funny" won top ratings.

The long time-segment format was expanded and "Roadshow," presenting four hours of news, music, weather and traffic reports, became one of radio's most popular programs.

In across-the-board "strip programming," a technique pioneered by NBC Radio, "The Great Gildersleeve" followed in the successful footsteps of "Fibber McGee and Molly."

On the sales side, NBC Radio's participation plan made the long time-segment an attractive buy for advertisers. The Five-Minute Plan, another unique sales package, continued to attract new radio buyers.

SERVICE DEPARTMENTS

The broadcasting industry's first survey of the buying habits and characteristics of the nation's daytime television audience was made by the NBC Research and Planning Department.

Jane Mat mail - 11

The Lawood spice when the real tolovinies would in the world and housing the more warm in the content of housing the more warm in the content of a set offer to the content of a set offer to the set of the content of the process of the content of the process of the content of

A ting wireless microphone that can be so andled en the period of a bolovieton performer was developed and used subjearfully on several HPC-TV programs taring the year. It is not clarighters ponter Ver performer increased in order of molice and filerability.

HIG TEN O CAR ...

Dynamic, ireastic charges and and and will buck dowing 1.54. Takes adjuired reograms show as "Tax Rolic Concluster," "Four Lond and "The" and "routle is a trany" won bop patings.

The long fine degracht format vie erstendt vol "Roadshow, medenbling tote hound of yews, midde, maddele and teaffil - sector v same ore of radiote most possible programs.

In servis-the-bored "the program ang," at cluigue stonesion og NEC undis, "fre Ginge G13 himdlieve" folgowed in the successful footstore of "Firbur Widde and Mail)."

On the sales side, igo Hedic's particip tion plan made in low, the ecoment on eventetive buy for edvertimers. The Mission Dim, such is unique sales prolong, continued to stratect row route highty.

GITHERALIC SETTER

The preadurability industry is first survey of the expression of the expression of the expression without and entry the first of the netton is set in a clevition multiple was modeley the first for her land. Also modeley the first for her land.

12 - Year-End Report

During 1954, the NBC National Advertising and Promotion Department, using new techniques and broadened facilities, told the story of NBC's audience leadership to the public -- NBC's nighttime audience superiority in homes reached over the second network.

Among the highly successful campaigns was a standout series highlighting the sales effect of daytime television advertising for five specific product categories. A direct mail promotion, it was the most productive in getting enthusiastic response from agency people.

Noteworthy among the department's achievements was the creation of a system by which advertisers can learn almost immediately the broadcast promotion given their programs at the local station level.

The department focused its attention on NBC Radio's new look, publicizing changing listening habits, pointing up multiple radio home listening and out-of-home listening, both largely unmeasured audiences.

The NBC Merchandising Department, marking its third year of operations, conducted campaigns for more than 115 advertisers.

In addition to servicing the advertisers, the department achieved several merchandising "firsts," launching nationwide department store "tie-ins" with NBC-TV's "Home" show and putting in motion the NBC-TV Star Value Parade among advertisers marketing principally through supermarkets. Grocery chains representing 3,493 stores used over 350,000 NBC-TV display pieces.

Special point-of-purchase kits for "Today," "Home" and "Tonight" shows were printed for advertisers. By November of 1954, more than 6,000,000 display pieces had been distributed.

STREET, STREET, S.S. P. S.S.

Parton 2 real and 100 metrics in another in the second of the second of

Merer do nicht, er entit oonel da eerd da eerd waren en eerd oor eerd waren eerd waren eerd waren eerd waren eerd waren eerd oor eerd waren eerd oor eerd oo

empirism cf a system ry vale's saver woon est loarn street interesting); but browdeern reception (even that enough a this local manhor bowd.

The substance of out-of the second of the second of Colors and the second of the secon

In 1993 Herebendi dev Organization for an 1995 of the United States of some bidded a speliges for more in million of the site of the second o

Anomal point-anterar-anterar liter for "Stary, "tore" on "sulph" shows with printed for alterning, "to known at 164, and then 1,000,000 display pictors had been distributed.

13 - Year-End Report

At the end of 1954, there were 4,700 regular employes on the NBC staff, compared with 4,458 a year ago. The company had 111 separate labor agreements with 15 different unions.

NBC's Guest Relations staff in New York printed and distributed approximately 5,000,000 radio and TV tickets during the year. Guest Relations in New York also received an average of 2,300 letters per week from persons requesting tickets. Its uniformed page staff handled 3,000 radio and TV audience shows during the year.

The tour of the NBC studios in Radio City was still one of Manhattan's top tourist attractions during 1954. More than 1,300,000 have taken the tour since its inception 21 years ago.

NBC-New York, 12/29/54

STRATE THE STREET

At this end of 1,5%, there has not the first of the molection of the first of the f

The second control of the second of the second of the second seco

tempeternie tur tet dette diten unding 1994. Nord chan 1,920.000

u con 13 m an an an



December 29, 1954

3 MAJOR SOAP MANUFACTURING FIRMS SET PRECEDENT BY BUYING THE SAME TELEVISION SHOW: NBC'S 'DING DONG SCHOOL'

The increasing lure of NBC's daytime television was reflected today with the purchase by three scap manufacturing firms of year-long campaigns on "Ding Dong School."

Manhattan Soap Company of New York will begin its campaign for Sweetheart soap Jan. 20. The order was placed through Scheideler, Beck & Werner of New York. The NBC sales representative was William Ziegler.

Procter & Gamble Co. of Cincinnati, advertising a new hair set for young girls, Party Curl, starts its campaign in mid-January. The agency is Biow, Beirn, Toigo, Inc., of New York. John Dodge was the NBC sales representative.

Colgate Palmolive Company of Jersey City, N.J., will advertise Colgate toothpaste. Starting date for the campaign will be announced soon. The agency is Ted Bates & Company. The NBC sales representative was Harry Floyd.

All the purchases are for one 15-minute segment once a week.

George Graham, NBC sales supervisor for "Ding Dong School" and the "Pinky Lee Show," said the sale was the first involving three major companies in the same field buying the same TV show. He said the show was 70 per cent sold out.

"Ding Dong School," a children's educational show starring Dr. Frances Horwich, is seen Monday through Friday, 10-10:30 a.m., EST.

and the second sec

A set of a state of

LITTLE JOHNNY, 6-YEAR-OLD MARTIN AND LEWIS FAN OF BUFFALO, SETS OUT TO MEET HIS IDOLS AND MAKES LOCAL NEWS

Little Johnny is six years old, lives in Buffalo, and probably is the youngest member of the Dean Martin-Jerry Lewis Fan Club.

When he saw his heroes over NBC affiliate WGR-TV during the Dec. 19 COLGATE COMEDY HOUR, he made a firm decision.

On Monday, Dec. 27 he was picked up at the Buffalo bus terminal sans money (not even his piggy bank), sans baggage, loudly demanding "Where is the bus for Hollywood?"

The bus line people called the police about a lost boy. The "lost boy" kept insisting to the police that he wasn't "lost" at all. He knew exactly where he was -- and where he was going: to Hollywood to meet those two funny fellows in person.

Just by chance, WGR-TV's newsgathering crew was in police headquarters on another story when Johnny came in. Cameraman Jack Bleich and film narrator Mike Eisele interviewed Johnny then and there. That was at 4 p.m.

At 6 p.m., an excited baby-sitter watching television found out pronto where Johnny was, by way of the station's news shop. She called the telephone number news editor Charles Warren had included in the program, and soon there was a reunion with accompanying mixed emotions.

Johnny's mother, who works in a Buffalo box factory, was glad to have him back; the baby-sitter was grateful for the fast news - LTATLY JOHNNY, S-YEAH-OLD MARTHN LLD CLILE FAN OL FURWING LETS OUP TO MART HIN ILOID IND MAKET BOOKE NEWS

Little Johney in six years old, live in definitio, and probably is the youngest member of the Dein Martin-Jerry Lewis Fin Club.

Dec. 19 COLGATE -COLUCY HOUR, For more a firm decision.

On Fonday, Dut. 2/ the we point the Eufrale Dut terminal runs money (nother his Mager Eddin), and togeage, loudly terminating "where is the performation where

The bug ling require called the policy where a lost bay. The "lost boy" is ropt interesting of the policy the wasn't "lost" at all. He knew exactly where by a set when he was gring: to boliywood to much the was gring: to boliywood

And by ches ... WHETV's newspathering one was in puttee productions another story when Johnsy surpla. Charaman John Their and film mainston Hills Firely interviewed Johnsy bare and there. That we at h p.m.

At 5 p.m., an evolute betw-sitter witho the television found and product where Johnny was, by way of the electimic news shop. She called the telephane manner nows editor Ohibles formen had installed in the the program, and soon there was a rearing with academysing mixed graphics.

J targets mother, allo adress is any the too itself and a grade too itself and a grade to the first start the first start is a set of the first start start

2 - 'Colgate Comedy Hour'

coverage by WGR-TV; the police were happy to solve the "lost boy" case so quickly.

But Johnny, according to his mother, has small regard for the marvels of rapid electronic communication.

His last words were: "I am going to Hollywood to meet Dean Martin and Jerry Lewis."

Johnny's mother added: "Maybe he'll try. But I wish you'd tell everybody who finds a little boy wandering around looking for a ride to Hollywood that MY son will be wearing patches on his shirt, socks, shoes and sweater --

With his name and address...and shipping instructions ... To Buffalo.

* * *

P.S. -- Station Manager J.J. Bernard and Promotion Manager Phil Curtis at WGR-TV, Buffalo...in addition to their spot news film truck...also have an autogyro, propeller-driven plane and a jet on call to cover Buffalo area news (and the journeyings of Johnny).

----0-----

NBC-New York, 12/29/54

2 - 'Col (ate Somedy Hole'

coverage by Walt-The self of were lawery to colve the "lock boy" case to quick y.

But Johnny, ac ording to his maker, has small ended for the marvels of rand die troute communication.

Martin and Jerry Lewis." I am going to Hellywoon to mast 2010

Johnny's moth r added: "Maybe he'll at . But 1 dah you't tell everybody who finds a little boy undering arount heading for a ride to Hollywood that MI don will be waring proches on his sidet, socks, shoes and sweater --

With his name and address. . and shiping introdicts To Fuffale.

头 肾 疗

P:S: -- Station Minger J.J. Cond. 11 Formation Monager Phil Curtis at WGR-PV, Buif lo...in addition to their root news film truck...aled have an autogyro, propalles-drive place and the m call to cover Buffalo area area (and the journeyings of Johney).

who al Car and me

HAL-SIEL, MEUY HOR-SAL

December 29, 1954

*

AMERICAN LEGION CITATION TO NEC RADIO DESCRIBES NETWORK'S
'INHERITANCE' SERIES AS 'POTENT WEAPON AGAINST COMMUNISM'

FOR RELEASE AFTER 5 P.M., EST, SUNDAY, JAN. 2, 1955

The American Legion today honored as "a potent weapon against Communism" an NBC Radio program devoted to authentic dramatizations of the nation's history.

Seaborn Collins, National Commander of the American Legion, presented a special award from that organization to NBC for its INHERITANCE program during the weekly broadcast today (<u>Sunday, Jan. 2</u>, 5 p.m., EST). Robert W. Sarnoff, Executive Vice President of NBC, accepted the award on behalf of the network.

The citation said:

"'Inheritance' is awarded this special American Legion Award... For dramatization, in a dynamic National Broadcasting Company series, of outstanding scenes in American history which have served as a constant reminder to the people of this nation of the sacrifices and victorious achievements of our pioneers and patriots, and as a potent weapon against Communism."

(more)

i sconserver, destrout

35

AMERICAN LIGTON CREATION TO NOT TIDIO DE TORRALI DE UNOTES. LINHERILANCE: CHELES AS PROTENT VILLES OU AGAINER OCALIENTES!

FOR RELEASE FETTERS F. M., 2ST, SULDAY, JAM. 2, 1955

The American Logion today Deven as "a possible of a as a sainet Communism" an MEC Redic program devet of te authorite development of the mation is busicary.

Seaborn Colling, National Communder of the American Logian, presented a special award from that organization to NEC For its INHERMANCE program during the meetily breadcast today (Grader Man. 2. 5 p.m., SST). Robert & Samerr, Reputive Vise President of NES, accepted the award on bohalf of the metrod.

· :birs molistic on?

- 5-

"Thheritanes' is swarded this special American Lotte (and ... For dramsbization is a dynamic matrical Brenderflog Common valdes, of outstanding seense in American Elemeny which have elements of reminder to the normal of this mation of the surviction victorious schievements of our pioneers and eachings, and an a polar waspon against Commiss."

(: Qui)

2 - 'Inheritance'

In accepting the award, Mr. Sarnoff said:

"We at NBC conceived the program 'Inheritance' as an instrument for dramatizing great moments in American history, and as a reminder to us all of the great price we have paid for our freedom. By its very nature, the program has a profoundly anti-Communist meaning."

Mr. Collins, in his remarks accompanying the presentation of the award, said that "the presentation of this splendid series constitutes a significant public service for the people of America."

"It has always been my contention," he said, "that a fresh examination of our American inheritance of freedom brings renewed appreciation of national blessings which we are sometimes inclined to take too much for granted. Letters received by NBC and by the American Legion during the past year indicated that 'Inheritance' has served as a curriculum enrichment source for students and educators throughout the country. These letters have also demonstrated the profound interest which our citizens have in the history of America."

The citation has been made a part of the official proceedings of the 1954 American Legion national convention in Washington, D.C.

NBC-New York, 12/29/54

1 JANS L MARTI - 1

In according the manual, Mr. Summer's ...

"No at MEC conceived the program "Theritance' as an instrument for drametizing great memories in American bindery, and as a reminder to us all of the great price me have reall for on freedon. By its very nature, the program has a proteinedly anti-Jounusian consing."

In. Collins, in his remarks ac concarping the presentation of the award, said that "the presentation of this splendid cories constitutes a signifi ant public cervice for the people of America."

"It has always been my contention," he said. "that a treah exemination of our Accricen inheritance of Treader brings renewed appreciation of national bleesings much we are sometimes inclined to tale to constitut the past year indicated the Voltant by he waiten legter during the past year indicated the Theorem of Theorem of hes appreciate throughout the country. These left of and and scorelated the herotout interact which our cicles have also concated the profound interact which our cicles have to be in the interacted the profound interact which our cicles have the bis interacted the

an mark her () as an an

The citation has been made perts of the effected proceedings of the 1954 American Lorian antional convention in Mash noton, D.C.

HENCEY LOUIS AND WENCOUNS

MOWREY AND BERGE TO DISCUSS BUSINESS MERGERS ON 'AMERICAN FORUM'

"Business Mergers -- Helpful or Harmful?"

This question will be discussed by Edward F. Mowrey, chairman of the Federal Trade Commission, and Wendell Berge, former assistant attorney general for the Anti-Trust Division of the Department of Justice, on Theodore Granik's THE AMERICAN FORUM <u>Sunday</u>, Jan. 2 (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

NBC Newsman Steve McCormick will moderate the program. It originates in Washington.

JUDY HOLLIDAY TO OFFER IMPRESSION OF HARPO MARX

----0----

Judy Holliday, starring in Max Liebman's NBC-TV live color Spectacular, GOOD TIMES, on <u>Sunday, Jan. 2</u>, has prepared a special comedy routine in which she does her impression of Harpo Marx, (7:30 to 9 p.m., EST).

In addition to several other skits, Judy, along with Steve Allen and Dick Shawn, team up to present an hilarious "hillbilly" version of "Tell Us Where the Good Times Are."

----0-----

NBC-New York, 12/29/54

STREET AND BERGE TO DECOUSS EDUSIMERSEMERS OF THE SAN TO THE

"Rusiness Mergers -- Hripful or Harnful?"

This question will be discussed by Lawred F. Awrey, M.L. n of the Federal Trade Commission, and Windell Bergo, Loumen aut attorney general for the Anti-Thurs Division of a mont Justice, on Theodore Granik's THE ANGRICH FORM! <u>Longer</u>, Mont 2 (100-TV, 5:10 p.m., EST; NEG Radio, 6 p.m., ECT).

NBC Neriman Steve McCornick will moderate the troppen. It

JUDY HOLLIDAY TO OFFLE IMPRESSION OF HARPO MARK

July Holliday, starring 'n Max Liebman's NEC-TV live color wetted ar, CCCD FIMES, on Sunday, Jan. 2, has prepared wepsite compute in which she goes for impredaton of Perbo Mirch (:: 0 to 9 p.m., EST).

In dilion to enversi other skits, Judy, glong with Blave allow and Diul Shawn, team up to present an Milarious 'hillerilly' varian of "Tell Us Where the Good Times Are."

an an an proof Disc, an an up pro

NPC-New York 12 T

NBC TRADE NEWS

CREDITS FOR 'THE DOC'	TOR'S WIFE' ON NBC RADIO
TIME:	NBC Radio, Mondays through Fridays, 10:30-to 10:45 a.m., EST
PREMIERE DATE:	Jan. 3, 1955 (formerly on NBC Radio from March, 1952, to October, 1953)
FORMAT:	The story of a doctor's life as seen through the eyes of his wife.
STARS:	Patricia Wheel as Julie Palmer, and John Baragrey as Dr. Daniel Palmer.
CAST INCLUDES:	Margaret Hamilton as Betty, Ed Jerome as Mr. Devero, Anne Seymour as Hannah Lewis, Janie Alexander as Patsy Lewis, Vincent Hayworth as Dr. Edwards.
PRODUCER AND WRITER:	Manya Starr
DIRECTOR:	Fred Weihe.
ORIGINATION:	New York

-0----

the second second

NBC-New York, 12/29/54

THE A DUALDE COL

FOR'S WINE' DN WED WADTO	CREETS TON "HE BUC
IR. KLIPO, PODLAY, PODLAY Dr. KAY 10.30 00 10:45 4 N. For	: EMIT
Jan. 3 955 (Longrey en Jen Redio from March, 1952, 1 October, 1953)	PREMIERL DATE:
the big of a deferta if o as seen chrough the vos o ats vife.	FORM:
Patricia Wheel of Julio Palan of Acha Sangrey 2 - 11 antol Fin 20.	: 3.ªATE
Hergaret Hamilton as Fully Ed Jerone Mr. Devero, Anne Saynor as Hamilton, Jani Alexandar as fally Le 16, Vircen Miyro th M	CAST INCLUSI OF .:
Manya Scare	PRODUCER AND FRITER
. CALON REET	DIRECTOR:
Nooy wolf	: MOITANLDIAO

me was not a set and by set as an

WECHEN TON LAND SEW

SPOT SALES

FOUR MILLION-DOLLAR WEEKS WIND UP RECORD BILLING YEAR FOR NBC SPOT SALES

lews

FOR RELEASE MONDAY, A.M., JAN. 3, 1955

The week ending Dec. 31 marked the fourth consecutive week of the month that NBC Spot Sales topped \$1,000,000 in new and renewed business at NBC Spot Sales.

Announcement of the record-breaking weeks in sales was made today by Thomas B. McFadden, Vice President of NBC Spot Sales, who said the million-dollar figure was surpassed in each instance by "a substantial amount."

Mr. McFadden said the December activity in sales portends "bright prospects for 1955." December is traditionally a slow month in sales in the radio and television industry, and the NBC Spot Sales record is a reverse of the normal December trend.

"December figures indicate advertisers' constantly growing faith in national spot advertising in radio and television, and are the result of a continuing aggressive sales campaign on the part of NBC Spot Sales," Mr. McFadden said.

Reviewing NBC Spot Sales' billings accomplishments for 1954, Mr. McFadden stated that in the first 11 months of the year the national sales representative organization billed in television 31%

(more)

publicity department • NBC 0 & 0 Stations Division • 30 Rockefeller Plaza, N.Y. 20, N.Y. • CI 7-8300

and the second s

and a second second

1.

2 - 'Four-Million Dollar Weeks'

more in 1954 than in the preceding year, while radio made a gain of 15.3% over the 1953 total figure.

"The result is a banner year for NBC Spot Sales in terms of billings -- a year far better than any one the organization has experienced since it was formed," Mr. McFadden said.

"Whereas the increase in television sales is far better than anticipated, the marked increase of 15.3% made by radio reflects the strength of national spot radio. Advertisers are continuing to cultivate this basic communications and advertising medium and the proof is the increase in billings experienced during 1954."

The growing demand for radio by national spot advertisers on stations represented by NEC Spot Sales can be attributed to "revitalized programming on the stations we represent," Mr. McFadden stated. "Also, the development and improvement of merchandising plans proved important in garnering large dollar volume campaigns from advertisers."

Other developments at NBC Spot Sales which Mr. McFadden points to as achievements which continue to assure the national sales organization's leadership in its field were:

NBC Spot Sales' increased direct contact at the client level with the support and cooperation of the client's advertising agency.

The announcement (the first in the field) of NBC Spot Sales' development of full-screen ID for advertisers as an alternate for the shared-screen IDs.

(more)

2 - "R. ur-M. 1101 Dollar weeks!

more in 1954 than in the preceding your thile with mail of the of 15.3 over the 1953 total fight.

"Whences the increase is belowister and allow a process have and digated, the rest is request 15.30 and by additional contribustrength of rests on resting the rests and concreteing to enfortable that here a mandemark and concreteing motion are deoroof is the rest in the low rest on the 1994." The rest of rest on rests of pressoned in the 1994.

en rtations reactions receiption and allo republic divided to "revitabled receivantes on the chainen or received the flutation acted. "Lido, the development and improvement of contraction plans proved invortant in guaraning large follor voltae actedity from advections."

Other developments at VEC Thes Sules and M. M. Modes points to as arbitvements which soldings to assume the networks organization's leadership in it. Field uspe:

NEC Spot Sales' Lumbane oureus withans is the line loved with the support and represented of the slien's second ing scency.

The announcoment (the first in the field) of Hel Southest development of full- ergen ID for advert south at 10 months in the reads torign fig.

(== C AI)

3 - 'Four-Million Dollar Weeks'

The development and execution of the "Sold on Spot" advertising campaign. Created by H.W. Shepard, new business and advertising manager of NBC Spot Sales, the campaign is designed to sell spot radio and television as a basic medium and to excite further interest on the part of national advertisers in the medium.

Mr. McFadden said that, based on the 1954 record, NBC Spot Sales is "confident that 1955 will be a year during which we will achieve even more than in 1954 in terms of sales and development of selling techniques."

NEC Spot Sales represents the following radio and television stations: WAVE and WAVE-TV, Louisville; WRGB, Schenectady; KONA and KGU, Honolulu; WRCA and WRCA-TV, New York; WRC and WRC-TV, Washington; KSD and KSD-TV, St. Louis; KPTV, Portland, Ore.; WTAM and WNBK, Cleveland; KRCA, Los Angeles; KNBC, San Francisco; and the Crosley group of radio and television stations in markets outside New York and Chicago.

-----0---

NBC-New York, 12/29/54

- 'imm dillion roller Werks'

The level that and execution of the "Sold of hot" we is the condition the total by H.W. Shephri how business and we is the subset of PPC spectanter, the second on to destend to a spat mate and colevision of costs mation and to end to what interest on the part of material arvies act in the mellor: Mr. LaPac and that, basel of the 1954 score, MES as Balse is "confirment that 155 an torsis of any of a start of and any of any to 1954 and that are and the 1954 score, MES

": : supintour gailic

Hewester, 12/20154



December 29, 1954

1

ADVERTISING COUNCIL'S 'FUTURE OF AMERICA' FILM TO BE PRESENTED ON NBC TELEVISION JAN. 2

*

A half-hour look via television into the country's future will be presented by NBC-TV <u>Sunday, Jan. 2</u> (1-1:30 p.m., EST) on behalf of the Advertising Council's "Future of America" campaign.

Paul Hoffman, chairman of the Studebaker-Packard Corporation, and John B. Hughes, veteran announcer and commentator, will be narrators for the film, which has a script by Al Hine.

The film, titled "The Future of America," opens in the garden of Paul Hoffman's home in Pasadena, Calif., where he is asked about the future prospects for America. As the story unfolds, the camera darts about the nation, underscoring the great changes that have come during the past dozen years: more and bigger families, higher earnings, better jobs, increased needs for goods and services. It explains that these great changes and needs add up to greater opportunities for practically every person in America today.

The Advertising Council made the film, which contains footage supplied by the Atomic Energy Commission, Eastman Kodak, General Electric, Esso Standard Oil, Capital Airlines and other organizations. James Cahoon was the producer, Peter Poor the director.

The film will be shown Jan. 2 by four networks at various times during the day.

WENTER NEWS

COLOR TELEVISION NEWS A SERVICE OF (RC)

"YELLOW JACK" SCENE SUMMARY IN PLAYWRIGHTS' COMPANY PRODUCTION IN COLOR ON "PRODUCERS' SHOWCASE" MONDAY, JAN. 10, NBC-TV 8-9:30 P.M., EST

ACT I

- Scenes: 1 Stackpoole's Laboratory, London
 - 2 The Same, Later
 - 3 Cuba, Street Scene in front of Laboratory 4 Walter Reed's Laboratory and Office

 - The Front of the Laboratory Building 5 - The Front of the Laboratory Bu: 6 - The Interior of the Laboratory

 - 7 The Same, Later 8 The Interior of the Enlisted Men's Barracks
 - 9 Dr. Carlos Finlay's Garden and Laboratory, Cuba

* * *

ACT-II

- Scenes: 1 A Yellow Fever Ward, Cuba

 - 2 Montage 3 The Interior of the Enlisted Men's Barracks
 - 4 The Interior of Major Reed's Laboratory
 - 5 The Street Outside the Laboratory Building 6 The Interior of the Laboratory Building
 - 6 The Interior of the Laboratory
 7 The Laboratory, four days later
 8 The Laboratory, the next day

ACT III

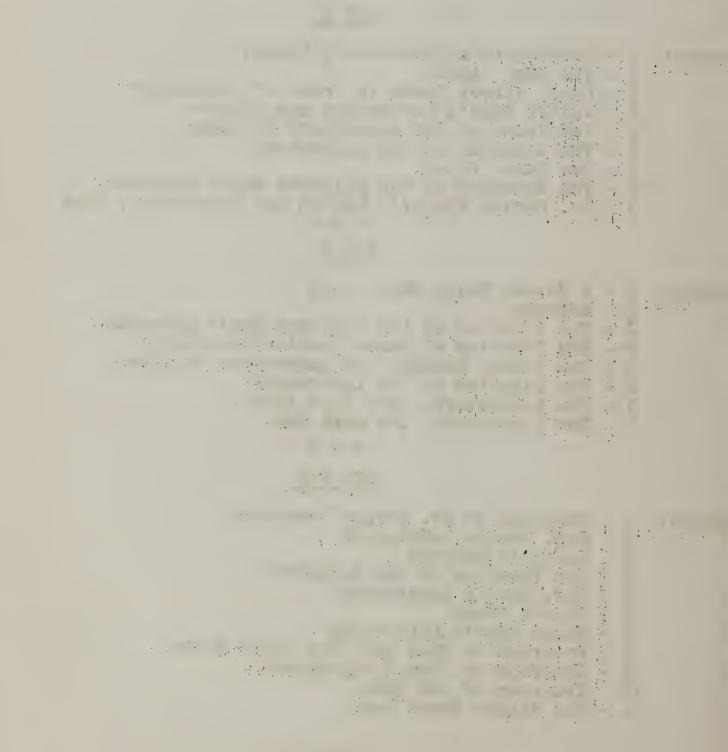
- Scenes: 1 In Front of Dr. Gorgas' Quarters
 - 2 Maj. Reed's Laboratory

 - 3 Lazear's Bedside 4 The Interior of the Barracks
 - Maj. Reed's Laboratory
 - 5 Maj. Reed's 1 6 Street Scene

 - 7 Major Reed's Laboratory
 8 Exterior of Tent and "the Dirty House"
 9 Interior of "the Dirty House"

 - 10 Interior of the Tent
 - 11 The Yellow Fever Ward

NBC-New York, 12/29/54

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK 

.....

and the second sec

*

CREDITS FOR 'TENNES	SEE FORD SHOW' ON NBC-TV
TIME:	NBC-TV, Mondays through Fridays, 12 noon to 12:30 p.m., EST
PREMIERE :	Monday, Jan. 3, 1955
STAR:	Tennessee Ernie Ford
FORMAT:	Informal, musical variety show with songs, comedy and interviews.
MUSIC:	Jack Fascinato and his Orchestra; and vocalist Molly Bee
EXECUTIVE PRODUCER:	Cliffie Stone
PRODUCER:	Milt Hoffman
DIRECTOR:	Joe Landis
TECHNICAL DIRECTOR:	Јое Кау
WRITER:	Sol Stein
MUSIC DIRECTOR:	Jack Fascinato
ORIGINATION:	Live from NBC-TV studios in Burbank, Calif.

-0----

NBC-New York, 12/29/54

X

*

*

[17] · · · · · · ·

•	VT. DENI MQ ' C.F9 CROVI LING	CONTENT ACH SHIRRAD
	1. 130	t The I
1	aces is also grant	FILMENT'S
Į.	tros of the statistical	: 7.A 77 B
	Therein, intervent vietes, Therein areas concenty of the first concents	:91:30 g.
ţ	. Jarde Provins on Andrikis Großr Josef (Martadiae Josef Pos	: (I2,71
ł	Chill D. Hills	THE CONT. SV. TUSENA
	The Constitute	FRODUCTE:
1	Joo . Joo .	DIRICHAR:
	J. I. I.	TORSERIE PAS CHEORE
1	ui. 1. 105	: 11 11 E V
r 1	001.1.1 - MA - MA	FORERIC LEUM
k	LL SELLAR (D. 193-19) Sharings 19	: HOLTANLO HE
*		

10. -

-10

1

12. W. Mart, 12729/54

NBC TRADE NEWS

×

December 30, 1954

*

TUMS '1955 VARIETY SHOW' WILL PRESENT LARRY STORCH, TERESA BREWER, SENOR WENCES, CHORDETTES, AND STEP BROTHERS ON NBC-TV JAN. 4 TUMS PRESENTS A 1955 VARIETY SHOW for the first 8-9 p.m., EST, Tuesday time period of the New Year on NBC-TV Jan. 4. The fullhour variety revue will star comic-impressionist Larry Storch with vocalist Teresa Brewer, ventriloquist Senor Wences, the singing Chordettes, the dancing Four Step Brothers and Al Goodman's orchestra.

The special one-time program will be sponsored by the Lewis-Howe Co. Dancer-Fitzgerald-Sample, Inc. is the agency.

Storch will deliver an opening, mid-program and closing monologue and will reminisce about "things that happened to him" as a device to introduce the variety fare. The Chordettes' songs will include "Moonlight Bay" and "Mr. Sandman." Selections for Miss Brewer will be "Let Me Go, Lover," "The Liar Song" and "I'm Gonna Go Get My Baby."

The program will be produced by Hudson Faussett, directed by Grey Lockwood, written by Bill Gammie with choreography by Ray Malone.

*
NOTE TO EDITORS: The NBC Daily News Report will
not be published on New Year's Eve, Friday, Dec. 31.
Publication will be resumed on Monday, Jan. 3.
*

----0-----

where a second s and the second · . $f^{(n)} = f_{(n)} + f_{(n)}$ (4)

NBCCOLOR TELEVISION NEWS

.20

AUTHENTIC SCIENTIFIC BACKGROUND, INCLUDING LIVE MOSQUITOES, WILL ADD TO REALISM OF 'YELLOW JACK' ON NBC-TV'S 'PRODUCER'S SHOWCASE' JAN. 10, 8-9:30 P.M., EST ---Columbia U. Professors to Aid 10 Star Actors in Colorcast

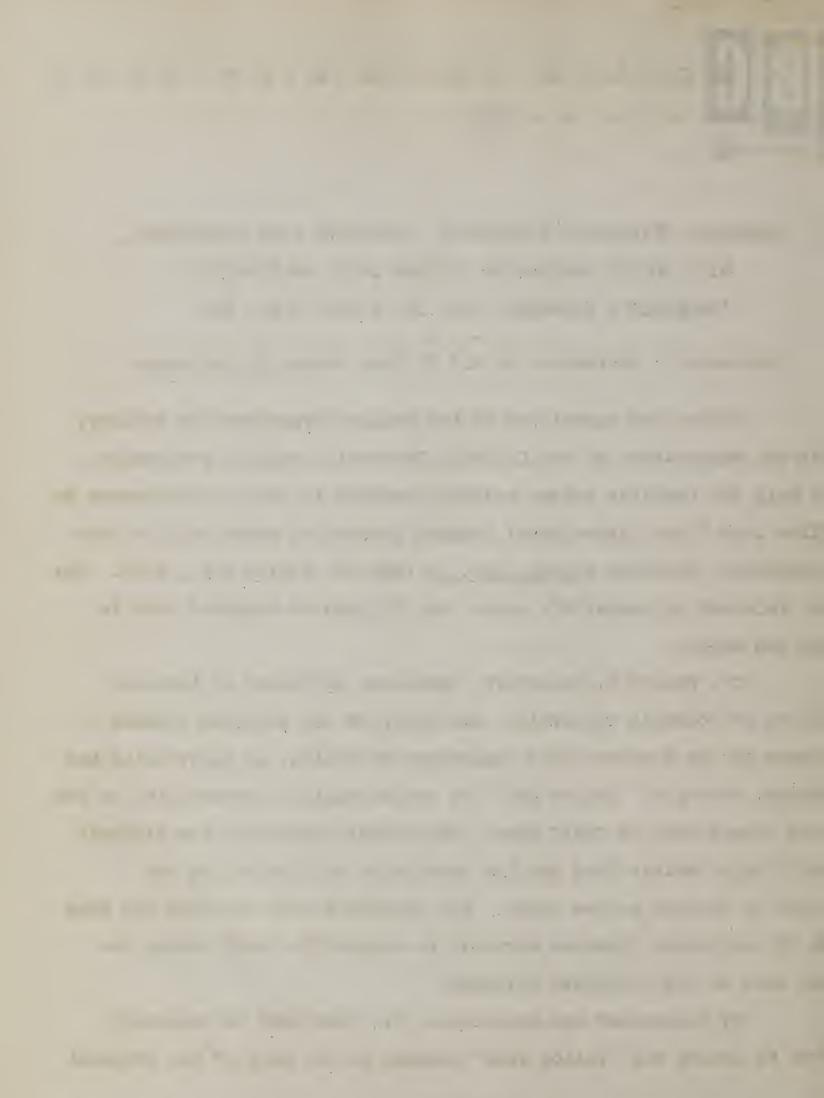
Fifty live mosquitoes of the yellow fever-carrying variety, under the supervision of two Columbia University medical professors, will help the ten star actors maintain realism in their performances in "Yellow Jack," the Playwrights' Company production which will be seen on PRODUCERS' SHOWCASE <u>Monday, Jan. 10</u> (NBC-TV, 8-9:30 p.m., EST). The show, telecast in compatible color, may be seen on standard sets in black and white.

Dr. Howard B. Shookhoff, associate professor of tropical medicine at Columbia University and chief of the tropical disease division of the New York City Department of Health, is supervising the technical set-up of "Yellow Jack" to ensure medical authenticity in the Sidney Howard-Paul de Kruif play. The latter dramatizes the historic work of Major Walter Reed and his associates in discovering the carrier of dreaded yellow fever. Dr. Shookhoff will see that the star cast of performers "adheres strictly to scientific fact" during the three acts of the 90-minute telecast.

By background and experience, Dr. Shookhoff is admirably suited to advise the "Yellow Jack" company in the ways of the tropical

(more)

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



Common Co.

2 - 'Yellow Jack'

parasite.

A Bowen Scholarship recipient from the New York Academy of Medicine, Dr. Shookhoff studied at the London School of Hygiene and Tropical Medicine in 1937-38. During World War II he was chief of the health and sanitation program in Colombia, South America, for the Office of Inter-American Affairs.

His colleague, Dr. Roger Williams, an associate professor of medical entomology at Columbia University School of Public Health, is breeding 50 "Aedes Egypti" mosquitoes, potential yellow fever carriers all, to be used as live props on the show. The species was known as "Stegomyia" when Reed and his staff, using human guinea pigs, proved it to be the carrier of yellow fever.

Dr. Shookhoff and Dr. Williams reassure one that the mosquitoes being prepared to perform on "Yellow Jack" will be relatively harmless, since the bug does not flourish in these parts. In fact, there has not been a yellow fever epidemic in the United States in 50 years. The last serious one occurred in South America a quarter of a century ago.

As many as 37,475,000 viewers have seen previous offerings of NBC Spectaculars, according to Nielsen reports.

Single wellers -

-07_BC -

Notes Baudiardity and Deter Cross for the Unit Aserse at Notes, De. Shoothet Cloud of the end through School of Legiens and pioul Footeins in 1999-35. Further Morie was 11 an aser curd of sen often and munication projects in the pair, sense a curd of sen iter of Therese team Milains.

His solid way, for Reger Williams, to avaide guilding of the subscription of the ball. Unit stable for the lie legits, in saint 50 "Acdes legot known for probability for a larging for the solar and an liter proper of the show. The species of known as separate the ford and big scene, wold for solar for a star to be the extract of willow form.

Er. Guodefact and Dr. Hilfram reaction one that the neutrons being preneration on referring a "Hilfred Ands" will he actively how its range that have been and flow ands" will he frate there are the the bar of the or and flow its backs parts. Frate the how and the track of the rest and and the backs of a the heave and the track of the rest and an four the backs of a the heave are the total series a one of the rad in four total to are the heave of a contract series a one of the rad in four total to areas of a contact for the series a one of the rad in four total to areas of a contact for the series a one of the rad in four total to areas of a contact for the series a one of the rad in four total to areas of a contact for the series a one of the rad in four total to the total to the series and areas of a contact of the series a one of the total to the series and areas and the series areas and the four total total

TONDE STATE TONT WEB - STA

NBC-TV NEWS

"TODAY'S" FRED MUGGS UNDERGOING TREATMENT IN N.Y. FOR EAR INJURY RESULTING FROM FALL FROM CAR

J. Fred Muggs of NBC-TV's TODAY arrived home from Hollywood last night (December 29) a little the worse for wear after a threeweek sojourn in the glittering movie capital of Hollywood.

Muggs' misadventures began last week, when, on his way to the studio one morning, he fell out of an automobile driven by his owner, Buddy Mennella. Muggs landed on his simian ear, and Mennella, with all possible haste took him immediately to Hollywood Receiving Hospital. That institution, after deliberation, declared that it would not treat the chimpanzee television star, although officials relented sufficiently to advise Mennella to put hot compresses on Muggs' injured ear.

However, infection set in, and despite the administration of powerful antibiotics by one of Hollywood's best known physicians, Muggs failed to improve.

Yesterday, with a fever of 102 degrees and a heavy cough, Mennella brought Muggs home to be treated by his own regular physician. It is believed that surgery is indicated.

Muggs, seen on NBC-TV's "Today" Monday through Friday from 7-9 a.m., EST and CST, and 8-9 a.m., PST, had been temporarily on leave of absence from the program to make a series of guest appearances on the West Coast.

"ELLAND DE DE UNDER CORE ELLE ELLE ELLE ELLE ELLE CA

J. Pred Meige of MEC TV's TUDAN serves have from Bolly code
a high (Pacamber 20) a little the verse for our flow a trackset sojewer in the service 20) a little the verse for our flow a track-Mass' missivertures becausing of dollphots,
Mass' missivertures becausing on the service interview of a net out of the service Fuddy Kennelle. He felt out of an automobile drives by his meet Fuddy Kennelle. Horge landed on his similar our out informatin,
A studio and monifies in the felt out of an automobile drives by his meet for a possible insteaded on his similar our out informating the is possible insteaded on his similar our out informating applied. The instruction, after deliburetion dear, withouth offerture to nell most the chimpance television ster, withouth offerture is well informed and

douever intoction set in, and danute me adaled rate a constitut motbleates by can of Hollywholfs of a known physicisms, were failed to improve.

Mesterdar, with a Never of 100 aproved a havy couph, single mought Magge have to be treated by the own repairs brains of the colleved that cargory is includes.

N. SCR. AND AND ABORIVID "LADON" MONING UNBERGIN PREDER CHAR.
S. AND S-S. AND S-S. AND S-S. AND S-S. AND SOLID HELLOOPERIDY ON AND STRUCTURE OF STUDIES. STUDIES OF STUDIES OF STUDIES.
S. AND STUDIES CONT. CONTRACTOR SOLUTION STUDIES.

NOCHOF AREL DIFTON

3,000 FOOD BROKERS AND EXECUTIVES IN 58 CITIES WITNESS NBC CLOSED CIRCUIT COLOR TV DEMONSTRATION FOR STAR-KIST FOODS

Some 3,000 food brokers and executives gathered before television sets in 58 cities across the nation yesterday (Dec. 29) to witness a closed circuit color TV demonstration broadcast from NBC-TV's Colonial Theatre in New York.

The food executives, guests of Star-Kist Foods, Inc., of Calif., which recently bought \$900,000 in participations on NBC-TV's "Today," "Home," and "Tonight" shows, were treated to a 45-minute "live" colorcast starring Dave Garroway, Steve Allen and Arlene Francis.

The closed circuit telecast was beamed to the network's basic station lineup of 53 stations. It was the first of 300 closed circuit demonstrations to be presented by the network during a 12month period.

The closed circuit show was produced by Erik Hazelhoff, manager of NBC's newly-created Telesales Department. Through closed circuit demonstrations, prospective advertisers are introduced to NEC stars and their shows.

----0----

Della Conferenzia dell'ILO DE PA CONTENCE DEL DELLONO CONTENCIÓN DELLONO DELLO

total a 300 fromed Olyeante 12an - 6 Mer 19- 19- 19- 19- 19- 19-

Some 1,000 Load broken and another and here and here and an along out in 52 (1122) append to a diametric (00,20 or elkanes along district adam IV concerns with broadcare from 900-7010 storded there in live Such.

Allo closed sincers tolle act and not not the memory's and attached finance of 53 stations. It as all first of 300 eleved institute outerrations to be presented of the point derive of 10th purch.

The algorith algorith algorith and a many produced by addit Garbinon', a algorith and MECto poldy-condect followed at a contract and a finite which a track to domonate produce the boost of the algorithm and the second to domonate produce the second field of the second to domonate produce the second field and second to domonate produce the second field of the second to domonate produce the second field of the second to domonate produce the second field of the second to domonate produce the second field of the second to domonate produce the second field of the second to domonate produce the second field of the second fie

1- , 72 , 95 , 70 - Y , 16-19 .



NBC SIGNS 6-YEAR CONTRACT FOR TV AND RADIO COVERAGE OF MOTION PICTURE ACADEMY NOMINATIONS AND AWARDS

A six-year contract for the rights to broadcast by television and radio both the Motion Picture Academy Nominations and the Academy Awards was signed today by the National Broadcasting Company.

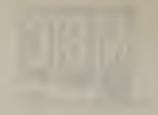
Fred Wile Jr., Vice President of NBC in charge of Programs for the Pacific Division, and Charles Brackett, President of the Academy of Motion Picture Arts and Sciences, jointly made the announcement.

The 1955 broadcasts and telecasts are committed to the Oldsmobile Division of the General Motors Corporation.

Speaking for NBC, Mr. Wile said: "The National Broadcasting Company is very proud and happy to be associated with the Academy in this new presentation of the nominations and awards."

Mr. Brackett said: "From the point of view of the Academy and the motion picture industry, we consider the arrangement the most important public relations step ever taken.

(more)



2 - Academy

"The telecasts of the last two years, supplementing the radio broadcast, have given tremendous impetus to the selling not only of pictures but of the entire industry to the public all over the world."

Arrangements were finalized today following a special meeting of the Academy Board at 9 a.m., Pacific Time. The first special event under the contract will be the Academy Nominations to be broadcast early in February from Hollywood.

NEC has broadcast and telecast the Academy Awards from the Pantages Theatre in Hollywood for the past two years. The Academy broadcast is one of the most colorful and glamorous television presentations of the year and has always commanded a top rating.

"The values at the last the last two years, angliananting the adde troudenty have store brends and formals to the relling out any of storedown but of the entries including to be public of over he world."

DOCTOR -

Advertise were the there there there is any following a spinited mendant of the Reversp Emand of A did., weither Theor Will find medal were under the contract will be the Aladem (Santanitan to a break at the following from William (Santanitan to

Yest here i concert and offered in Archiel Science here to (concert Standor in Millerson for the state of the restard of the constant is in Millerson for the state of the restard of the constant is into a the most of the last state of the constant of the Yest and the Arche constant of the sector.

200 - C 2 10 1 1 1 2 2 11

-4